

# HARDWARE AGE

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

Contents—Page 5

NOV 6 1950

November 2, 1950

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## IRWIN Specially Designed Electric Drill Auger Bits

**REQUIRE LESS POWER for BORING HOLES 50% LARGER**

**NEW CUTTING HEAD BORES HOLES AS LARGE AS  $\frac{3}{4}$ " USING SMALL  $\frac{1}{4}$ " HOME ELECTRIC DRILLS.**

**SPECIAL DESIGN REDUCES BORING RESISTANCE —REQUIRES LESS POWER FOR BORING HOLES MUCH LARGER THAN ORDINARY ELECTRIC DRILL BITS.**

IRWIN'S new 62-RB bits for  $\frac{1}{4}$ " Electric Drills will bore up to and including  $\frac{3}{4}$ " holes in seasoned hardwood WHEN USED IN SMALL  $\frac{1}{4}$ " HOME WORKSHOP ELECTRIC DRILLS!

Ordinary  $\frac{1}{4}$ " shank Electric Drill auger bits in sizes from  $\frac{1}{2}$ " and up will not bore holes unless they are "powered" by heavy duty  $\frac{1}{4}$ " and  $\frac{1}{2}$ " Drills.

Irwin's specially designed cutting head on  $\frac{1}{4}$ " Electric Drill Bits will allow you to bore clean, fast holes from  $\frac{1}{4}$ " to  $\frac{3}{4}$ " inclusive in seasoned hardwoods. No standard or heavy duty drills are needed to drive IRWIN'S new 62-RB bits up  $\frac{3}{4}$ " because they require LESS POWER to bore LARGER HOLES than ordinary bits.

IRWIN No. 62-RB Electric Drill Bits for  $\frac{1}{4}$ " Home Workshop Drills have 4" twist for boring deeper holes than ordinary electric drill bits and are  $6\frac{1}{4}$ " overall — heat treated full length and bright polished. Available in ROLL SETS and SELLOPAK DISPLAY SETS as shown below. Also available in open stock from  $\frac{1}{4}$ " to  $12/16$ " inclusive by sixteenths.

**THE IRWIN AUGER BIT COMPANY**  
WILMINGTON, OHIO

**ORDER 62-RB BITS IN ROLL SETS AND SELLOPAK DISPLAY SETS**

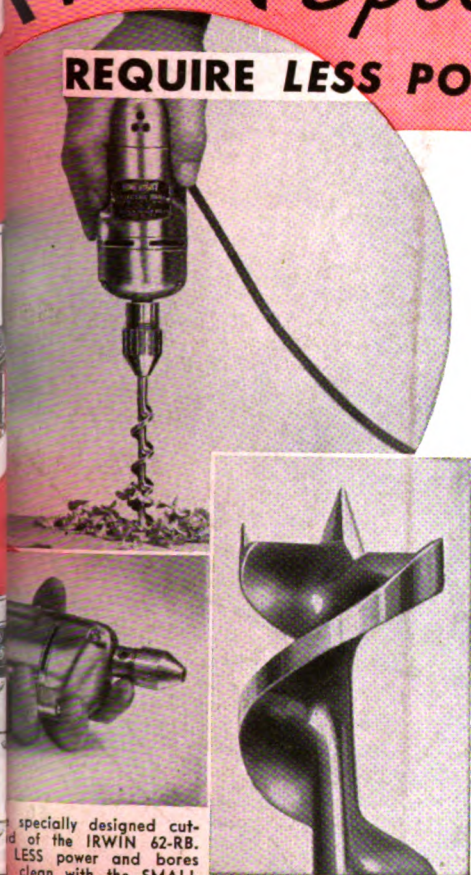
No. 62-RB1: Roll set of five 62-RB bits —one each of 4-5-6-7 and  $8/16$ ". Packed one set to box.

No. 62-RB2: Roll set of five 62-RB bits —one each of 4-6-8-10 and  $12/16$ ". Packed one set to box.

Irwin 62-RB  $\frac{1}{4}$ " Electric Drill Bits are also available in open stock from  $\frac{1}{4}$ " to  $12/16$ " inclusive by sixteenths. All shanks of Irwin 62-RB bits will fit the chuck of  $\frac{1}{4}$ " Electric Drills.

No. 62-RB3: Set of five 62-RB bits —one each of 4-5-6-7 and  $8/16$ ". Packed in attractive SELLOPAK Gift display box.

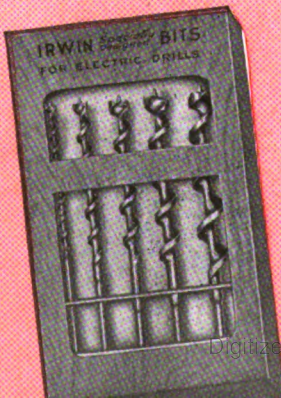
No. 62-RB4: Set of five 62-RB bits packed in popular SELLOPAK Gift display box. Consists of one each of 4-6-8-10 and  $12/16$ ".



Specially designed cutting head of the IRWIN 62-RB. LESS power and bores clean with the SMALL Home Workshop Drill shown.



Shankers have individual pocket size bits. Colorful.



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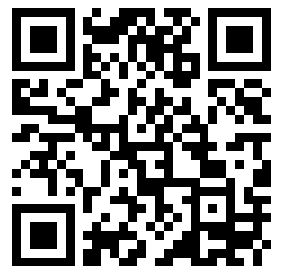


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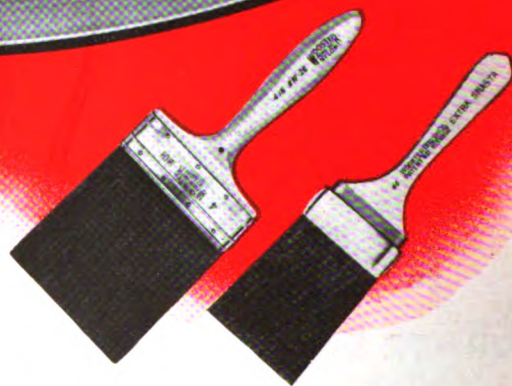




# Going to Atlantic City?



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**THE WOOSTER BRUSH COMPANY**  
**BOOTH No. 10**  
Third Annual Convention and Exhibit  
Retail Paint and Wallpaper  
Distributors of America, Inc.  
Atlantic City, November 30th—December 3rd



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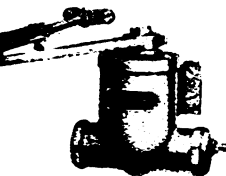
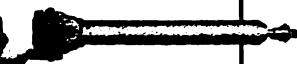
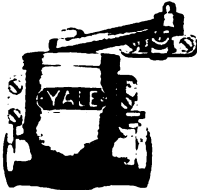
IF IT'S WORTH PAINTING IT'S WORTH A WOOSTER BRUSH



# HOW TO CLOSE MORE DOOR CLOSER SALES!

You'll make more with YALE Door Closers, because there's a model for every type of door . . . sure to satisfy every customer's need.

The chart below is an aid to better service. It helps you recommend the best Door Closer for the purpose. Examine it, and you'll see why YALE makes the door closer sale.

YALE Door Closer	Features	Preferred Installation	Maximum width of Door			
			Interior	Exterior & Vestibule Open out	Open in	Closer size
 <p><b>COMPACT MODEL</b></p>	Attractive, compact appearance (no bulk or bulge) Matching stream-lined brackets Reversible Leakproof Powerful Quiet Long-lasting Easy to install and maintain	Closer on door-hinge side	residential 2' 8" 3' 0" 3' 6" 4' 0"	screen storm 2' 6" 3' 0" 3' 6"	— — 2' 3" 2' 9" 3' 3"	92 92 93 94 95
 <p><b>STANDARD MODEL</b></p>	Powerful Quiet Long-lasting Easiest to install— —for doors of either hand without change Easy to maintain	Closer on door-hinge side	residential 2' 8" 3' 0" 3' 6" 4' 0" 5' 0"	screen storm 2' 6" 3' 0" 3' 6" 4' 0"	— — 2' 3" 2' 9" 3' 3" 3' 9"	71 72 73 74 75 76
 <p><b>506 AIRLINER</b></p>	Good-looking Pneumatic type Easy to install on doors of either hand, inside or outside Requires only 2" between doors Easy to adjust Adjustable spring completely concealed against dirt and rust	No preference—recommended for screen doors	(On combination doors, use stop to prevent opening beyond 90°)			
 <p><b>570 SCREEN DOOR CLOSER</b></p>	Similar to Standard Model Easy to install and adjust No reversing Full-size template spots screw holes quickly	Closer on door-hinge side—recommended for screen and combination doors, light interior doors of residences. Use 1570 for between doors application.	(On combination doors, use stop to prevent opening beyond 90°)			



**THE YALE & TOWNE MANUFACTURING COMPANY**  
**STAMFORD, CONN., U. S. A.**





## What's a model file stock for your trading area? ★

### EXAMPLE—Typical urban region files

- 8" or 10" Mill Bastard
- 6" or 7" Slim, Extra Slim or  
Double Extra Slim Tapers
- 10" & 12" Flat Bastard
- 10" Half Round Bastard
- 8" or 10" Round Bastard
- 8" or 10" Half Round Wood Rasp
- 8" Handy File
- 5½" X.F. Needle Files (in kits  
of 12 assorted shapes)

Is it predominantly commercial, agricultural, residential, or otherwise distinctive?

The above scene typifies a moderate-size trading center characterized by small mills, wood-working, machine and repair shops, as well as a heavy residential and rural population of shoppers. It offers a rich file market for the hardwareman who goes after it. He'll head his file stock with types like those listed above. He'll have a showcase full of them and run frequent window displays. Newspapers will carry his ads, and the mail will carry

his circulars mentioning files. He'll also have some interest-arousing special purpose files to make his place outstanding as "head-quarters for all kinds of files." And to speed sales and build volume, he'll feature the file brand the world knows best—NICHOLSON (or Black Diamond, its twin).

★For a model file stock for *your* community, call in your wholesaler. He'll be glad to help. Also write us for the very helpful Nicholson 48-page book, "File Philosophy," on kinds, care and use of files. **FREE.**



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# HARDWARE AGE

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

Established 1855

Vol. 166, No. 9, November 2, 1950

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## One of my best friends is a Salesman...

**It's a fact...** I couldn't do business if it weren't for this jobber salesman friend of mine.

I'll tell you why.

I have to stock about 2500 items in my store. But sure as shootin' a good customer will ask me for something I haven't got.

Take tie-out chains, for instance. They're a kind of seasonal item; I stock them in the spring—usually sell out every year. But occasionally there's an "off-season" call for a tie-out chain.

So what do I do?

A customer wants a 30 foot galvanized Tenso No. 2/0 tie-out chain. I tell him I'll get it for him. I call up my friend, the American Chain jobber salesman. He gets me the chain—I make a sale, keep a good customer and everybody's happy.

That's one of the reasons I like to do business with the American Chain jobber.

**I can sell a complete chain line.**

**ACCO**

York, Pa., Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia,  
Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

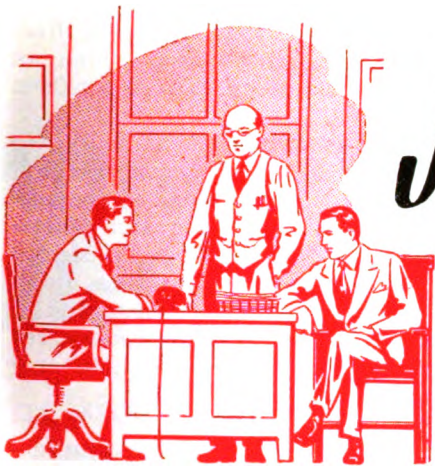


**AMERICAN CHAIN DIVISION  
AMERICAN CHAIN & CABLE**

*In Business for Your Safety*







# Just Among Ourselves

## Informal Editorial Comments

### A Simple Task— A Vital Need

If you knew that you could favorably influence your entire future by performing a very simple task which would require perhaps 10 minutes to perform, would you shirk that task?

Would you say you were too busy, even though you knew this task would cost you nothing, and would require no more physical effort than walking?

Then what excuse have you for failing to vote next month?

November's ballot will be a critical one, particularly for those who believe in the dignity and integrity of the individual. For the businessman, both small and large, it will be an opportunity to strike back at those who would smother and eliminate him under the guise of a paternal state.

Can you afford to permit a minority to frame this nation's future? Can you afford to forget that only 52 pct of the eligible voters cast a ballot in the last presidential election? Can you afford to forget that of this approximately 50,000,000 votes, Mr. Truman was elected by the slim margin of 24,106,000 votes to 21,970,000 votes for Mr. Dewey. Can you so quickly forget how this slim margin of 4 percentage points has been grasped by the Fair Deal and twisted into a "mandate."

If there is to be a mandate, it should be a mandate of a majority, not a minority.

You cannot afford to fail to use your ballot next month. Mark your calendar now so you can't forget, and make arrangements, now, to assure all your employees of an opportunity to vote. And remember, if you fail to vote, you have no right to criticize.

### Priority and Price Service Is Resumed

With this issue, Hardware Age resumes publication of its famed Priority and Price service. This feature, which during World War II was acknowledged to be of outstanding value to dealers in keeping up with the endless flow of government controls, was discontinued with the end of the war.

Now, however, with regulations again beginning to pour out of Washington, this service to our readers is being resumed. The first publication of the new Priority and Price Digest appears on page 82. Here you will find reports on latest price and priority orders, edited specially for the interests of the hardware dealer. The bi-monthly publication schedule of Hardware Age enables us to bring this information to you promptly; making use of the largest editorial staff in a hardware business paper field, which includes extensive on-the-spot coverage of Washington itself, will assure you of accurate information.

Make this page a regular reading habit; clip it for reference. And if you're puzzled over some detail of a regulation, write the Priority and Price Editor and he will obtain the answer for you through the facilities of our Washington Bureau.

Don't miss reading page 82 of this issue.

### Some Factors to Consider In Making Future Plans

The characters that romp through the pages of "Alice in Wonderland" never faced situations so topsy turvy as the conditions faced by hardware dealers today in attempting to plan for the future.

While the overall outlook is confusing and uncertain, there are several definite trends developing which can be applied to your planning with a reasonable degree of certainty.

One such factor is that controls are here to stay, for a long time. Any expectation that the success of the Korean campaign would bring a slackening in the application of production and credit controls ignores the fact that this nation is committed to a long term, large scale re-arming program, war or no war.

True, with the close of the Korean fighting, some of the urgency of the rearming program may be lost, but the fact remains that the rearmament program will continue. This in turn means, inevitably, Government controls and more controls. Your planning for the future must be based on this assumption.

Another very definite factor in your planning



must be the continued existence of credit controls. In addition to the present curbs on installment purchases, you can expect additional restrictions applied to charge accounts.

Some complaints are being heard that Regulations W and X are reducing sales and hurting business in some lines. Such comments are, at the least, very naive, for that is exactly what the regulations were designed to do.

There is a very real danger, however, that these credit controls may go beyond what is actually needed. It is vital that we all watch for such signs and take emphatic steps to prevent these regulations being used to kill rather than control.

While government controls, designed to control inflation, are acting to restrict civilian production and civilian purchasing ability, personal income continues to rise at an unprecedented rate. The pressure of this spendable money in our controlled economy, as it seeks an outlet, can lead to chaotic conditions, not the worst of which would be a violent black market.

This leads to a third definite factor in your calculations; your customers will have a great deal of money to spend and they will spend it if you can supply the outlet.

The dangers of this tremendous volume of personal income is recognized in Washington, but, for obvious political reasons, the administration is reluctant to act to siphon it off through higher income taxes. Instead, it has hit at the political expedient of raising corporation taxes. Nevertheless, sooner or later, the administration will have to face the necessity of raising personal income taxes, particularly in the so-called lower brackets. This, too, must be considered in your planning.

But before any long term planning is attempted, wouldn't it be more profitable to tackle the more immediate problem of the Christmas selling season?

This Christmas season will present to many dealers an unusual opportunity to turn today's heavy inventories into cash and get back into a liquid position. But you are not going to be able to do that unless you have made sound, practical selling plans for the holiday season.

The pages of Hardware Age, over recent issues, have contained many sound, proven suggestions for building seasonal sales. Have you read them carefully? Have you decided on your window trims? Your interior decorations? Have you your consumer broadsides lined up?

The profit possibilities are there; it's up to you to take advantage of them. Tackle the immediate problems first, then worry about the long term prospects.

## The Discount Clubs Are Blooming Again

The discount "clubs" are blossoming again. Like scavengers moving into a bombed city, the "I-can-get-it-for-you-wholesale-boys" bloom particularly in periods of merchandise shortages.

The latest one to come to our attention is located in the East and features the same old shop

worn theme song: "our confidential bulletin illustrates nationally advertised products which we can obtain for you at discounts up to 30 pct from list prices . . ."

The cost of this service is \$6 annually for membership in the "club." Why such a "club?" Its operator says that it is "essentially a co-operative organization of businessmen and professional people, founded by a small group of men who got tired of paying for goods that didn't live up to advertising promises (What kind of goods were they buying?—Ed.) and who wanted to obtain the buying advantages possible only through group action."

This group has added the gimmick of a confidential digest, giving "independent testing laboratories' ratings on nationally advertised products." And they promise to do all this for \$6 a year. No doubt many people will believe that membership is worthwhile. But you want to make certain that your customers undersand what they are getting into when they get into this "wholesale business."

It will also pay you to watch their bulletins for violation of Fair Trade prices. But by far the best defense, especially during merchandise shortages, is to be known for having an honest, above-board policy on hard-to-get merchandise; for keeping your prices reasonable, and for doing a good servicing job.

## Chains Aren't Smarter; They Just Work Harder

We received a letter recently from a reader commenting on why he thoroughly read each issue of Hardware Age. The letter said: "... the ideas set forth on selling, the merchandise presentations, and many other things are all a tremendous help to us in selling. Your magazine helps us sell, helps us provide our customers with accurate information."

Who do you think wrote that? An independent hardware dealer for whom this magazine is edited?

No, it was written by the hardware department manager of a store operated by the world's largest retail store chain.

This reader's reaction to the material appearing in Hardware Age is interesting because it illustrates a point we've long been making. That is, that the chains have no mysterious formula for selling; they have no hidden gimmicks. They use the same basic ingredients that are available to any hardware dealer . . . only they work harder at it.

If the hardware department manager of one of this chain's stores finds this material of value, then shouldn't it also be of value to the independent dealer?

We don't edit this magazine for the benefit of any chain store; we edit it for the independent hardware dealer. But the same modern selling ideas which the chains find of value, and use, can also be used by the independent dealer.

In short, the information is here. It's up to you to use it.

# Attractive Special on ILCO Night Latches

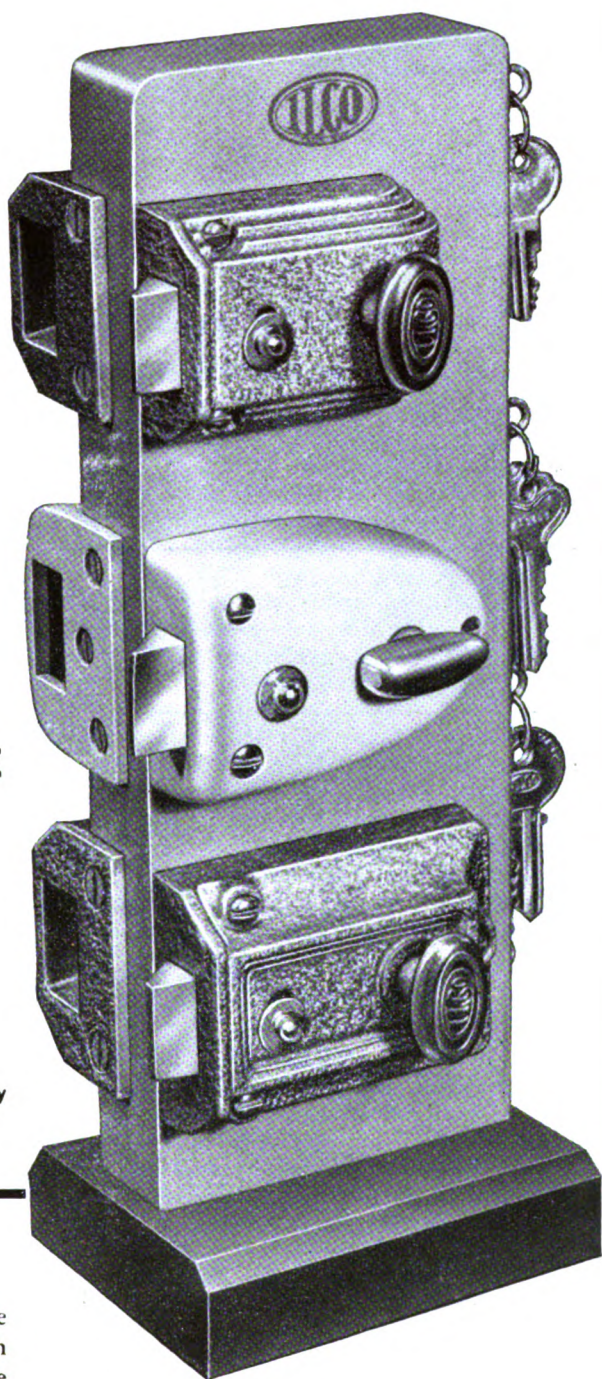
## Includes Silent Salesman COUNTER DISPLAY

**ILCO 210B** Popular priced, quick selling night latch. Modern streamlined cast iron case, gold bronze wrinkle finish with 5 disc tumbler cylinder.

**ILCO 264IV** Streamlatch with \*Hold-o-matic feature. Rich ivory finish, with chrome trim. Solid brass 5 pin tumbler cylinder.

\*Hold-o-matic — turn of key automatically holds bolt retracted and permits entrance with use of one hand only.

**ILCO 218C** This rugged, popular-priced latch gives real protection. Heavy cast iron case in attractive gold bronze wrinkle finish. Gives 5 pin tumbler security.



### CONTENTS OF COMPLETE PACKAGE

- 4 only 210B modern design Night Latches  
(includes one on mount)
- 4 only 264IV Streamlatches with Hold-o-matic  
(includes one on mount)
- 13 only 218C Heavy Duty Night Latches  
(includes one on mount)
- 21 fast selling Night Latches plus an attractive counter display

### HERE IS AN EXTRA PROFIT OPPORTUNITY

... these 3 low and medium priced numbers and the attention-getting display will build volume. Get in touch with your ILCO distributor now about this attractive SPECIAL on NIGHT LATCHES — or write us for detailed information.

**INDEPENDENT LOCK COMPANY**  
FITCHBURG • MASSACHUSETTS





# Washington<sup>\*</sup>

## NEWS and VIEWS

By Washington Bureau of  
HARDWARE AGE

### Don't Label Merchandise "GI" Unless It Is Government Issue

Cut-rate stores which have been advertising and selling a wide range of items—from hand tools and other hardware to clothing and bulkier items—under labels implying that such goods are government surplus had better watch their step.

*In this issue, on page 82, HARDWARE AGE begins a new editorial feature, a Priorities and Price Digest, which will provide details about government orders, regulations and their amendments and interpretations.*

A tight order has been drawn up by the FTC and issued against a New York firm, drastically limiting the use of such tags as "GI," "Government Issue," and "Army" and "Navy," in connection with merchandising.

While this particular order was slapped on an individual firm, it sets a pattern for action which can be applied against any individual.

**OUTLOOK**—If you are selling surplus merchandise, be sure it originally was produced for a branch or service of the government. The FTC order forbids direct or indirect representation of goods as government issue if they are not. Nor may such merchandise be called "regulation," unless it is made exactly to government specifications. The ruling is held to apply to rejects as well on the theory that if they have been turned down by the government as seconds, they are not, in effect, "standard."

### Symington Views Price, Wage Controls as Danger to Economy

The government is moving slowly on the question of whether there should be another OPA. Direct wage and price controls are as yet a long way off.

This is on the authority of NSRB Director Stuart Symington who says that such "sweeping controls over the economy would be

dangerous at this time" and that the present restrictions, including construction curbs and credit limitations, should first be given a fair trial.

Mr. Symington believes that instead of wage and price controls there should be still higher taxes and tighter allocation and priority controls.

Mr. Symington has established an as yet unlabeled group, a sort of super-control board, which meets weekly to talk over controls, their effect, and the reaction of the public and industry.

This is a group composed of a representative of each government agency having a finger in the economic control pie. It numbers nearly 20 in membership, not counting Budget Director Frederick Lawton and Leon Keyserling, chairman of the Council of Economic Advisers, who sit in as observers at the weekly meetings and add their comments and observations to the discussions.

**OUTLOOK**—Government is reluctant to move toward price control because, under present legislation, a wage freeze automatically is tied to whatever product is price-controlled. Congress is expected to investigate price increases during 1950 since nothing has come of the NSRB attempt to investigate.

### Wholesale and Retail Discounts Threatened By New FTC Case

The discount practices of many manufacturers who now give varying discounts to different classes of buyers (i.e., wholesalers and retailers) could become illegal overnight if the recommended decision of a FTC trial examiner is adopted by the commission.

The case involves three spark plug manufacturers who are charged with selling spark plugs for replacement at one price and at a lower price to auto makers for use as original equipment in new automobiles.

The spark plug producers say that although this may be the case no competition was injured  
(Continued on page 78)



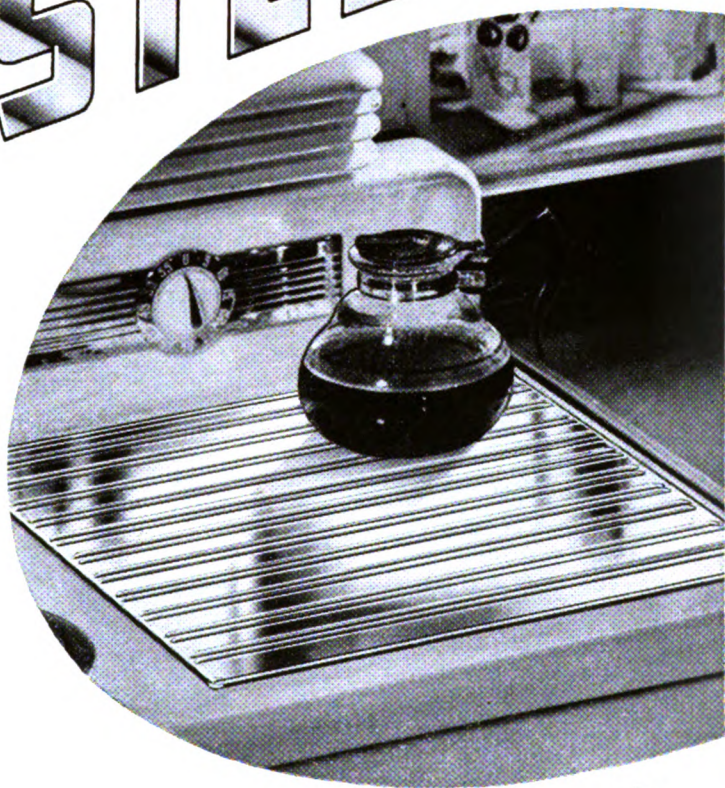
# NOW- Aristo-mats OF STAINLESS STEEL



The Most Beautiful  
The Most Durable

*The Aristocrat of*  
**STOVE MATS**

Not just ordinary stainless steel but bright, crystal clear, mirror-like finish stainless steel, gleaming with a sparkling luster that will be lastingly beautiful. Made to our rigid specifications by UNITED STATES STEEL COMPANY, producers of quality steel. Heavy asbestos cushioned back for heat protection, with patent safety ringed Kant-Kut Corners, and all other exclusive Aristo-Mat features. Sizes to fit every range.



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*Canadian Representatives:* The D. G. Clark  
Agencies — London, Ontario, Canada

For further information regarding other patterns, see your local jobber, distributor or write direct.

**PHOENIX TABLE MAT COMPANY**

1315 West Congress Street

Chicago 7, Illinois



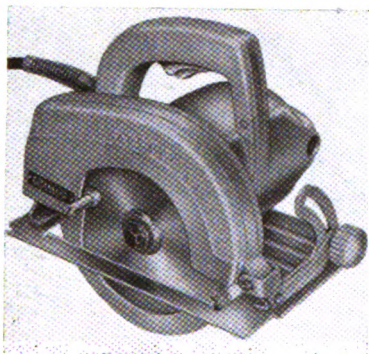
# WHAT'S NEW



LATEST INFORMATION ON NEW PRODUCTS AND SERVICES

## Electric Safety Saw

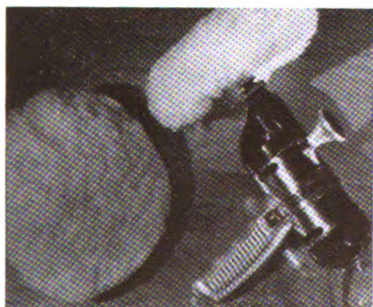
Stanley Electric W65 safety saw, 6 in., with a Multi-Grip handle stippled, momentary con-



tact switch and an automatic telescoping safety guard with manual control. Round arbor permits use of any standard blade. Saw bevels at any angle up to 45 deg. to a 1½-in. depth. Cuts up to 2 in. deep at 90 deg. Equipped with combination rip and cross cut blade, wrenches and lubricant. Packed in a metal carrying case. *Stanley Electric Tools*, New Britain, Conn.

## Home Polisher

Fairchild 5-in. home polisher is balanced for ease in handling.



The 5-in. lamb's wool bonnet rotates 1200 rpm. Unit weighs 2½ lbs. Burnishes in the wax preserving and protecting the wood while imparting a lustrous finish. Model 150P, with two polishing bonnets. Retail: \$14.75. *Fairchild Industries, Inc.*, Burlington, Vt.

## Window Screen

Durall aluminum tension screen features a tension design eliminating heavy side frames. Twist of the thumb screws at screen



bottom allows it to swing freely. At top and bottom of the screen are aluminum bars. Top bar has a device which attaches to the top blind stop. Bottom bar equipped with a tension catch attaching to window sill making screen fit tight. Aluminum wire screening has reinforced Multi-Strand edge. *New York Wire Cloth Co.*, 445 Park Ave., New York City 22.

## Sharpening Stones

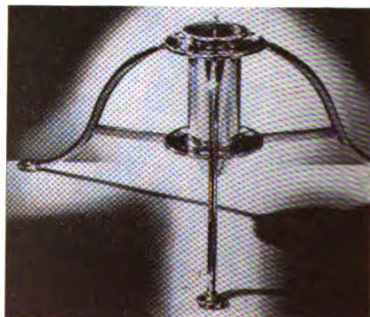
Sharp-N-All home kit contains four selected Norton Abrasives, sharpening stones for kitchen,



workshop and garden, with instructions. Packed in five color display box occupying 9½ by 14 in. space. Retail: \$2.95. *Behr-Manning Corp.*, division of *Norton Co.*, Troy, N. Y.

## Tree Holder

Quik-Ezy folding and revolving Christmas tree holder. Unit is made of metal and plated for protection against rust and tarnish. Revolves for decorating. Thumb screws hold the tree trunk in place. *Weingartner Mfg. Co.*, 2902 S. Wallace St., Chicago 16, Ill.





# in hardware merchandise . .

FOR THE HARDWARE DEALER

## Gladding Fly Line

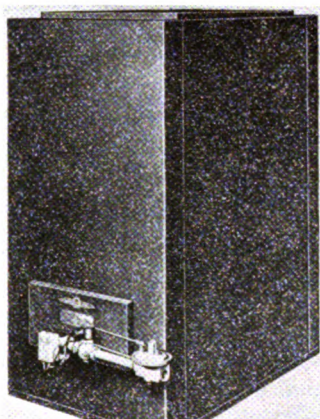
Cilesto Nylon fly line is finished in Cilestone, producing a nylon line which has the same weight as a silk fly line, size for size. Line will not kink or curl and the finish will not crack, peel or chip. Cilesto fly lines are packed in Gladding clear plastic utility boxes. Level, double taper and tadpole taper sizes are available. Level sizes, per 25-yd. coil, retail for from \$1.90 to \$3.45; tapers per 30-yd. coil, \$9; Tadpole



tapers, per 40-yd. coil, all sizes, \$10. B. F. Gladding & Co., Inc., South Otselic, N. Y.

## Gravity Gas Furnaces

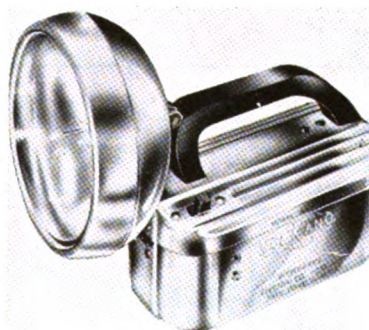
Add two gravity warm air gas furnaces to the Superfex line model 64 equipped with pilot, coating and booster fires automatically controlled. For basement installation in small or medium size home, Model 65 for budget minded home owners has two stages of fire, pilot and high fire. Btu input of both models is 100,000. Available for natural and manufactured gases. *Perfec-*



tion Stove Co., 7609 Platt Ave., Cleveland 4, Ohio.

## Electric Hand Lantern

VolKano, portable hand lamp with sealed beam. Latter is permanently focused and hermetically sealed to keep out dirt and moisture. Sealed-beam is one-piece glass with vaporized alumi-

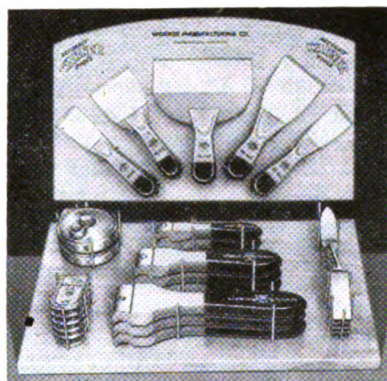


num reflecting surface. Aluminum case, automatic battery hold down, replaceable shockproof handle. Adjustable swivel head. (Continued on page 84)

## TO HELP YOU SELL

### NEW DISPLAYS AND OTHER DEALER SALES HELPS

A self-service display board free with Warner No. 1004 assortment of putty knives and scrapers, and floor and cabinet scrapers. Former have smoothly drawn handles and balanced design. Latter features tension reinforced curved blades. Beveled



heads, adjustable double-edged blades. Display is assembled except for joining panels and inserting legs. Total retail price of tools, \$29.83, dealer cost, \$19.89. Warner Mfg. Co., Minneapolis 14, Minn.

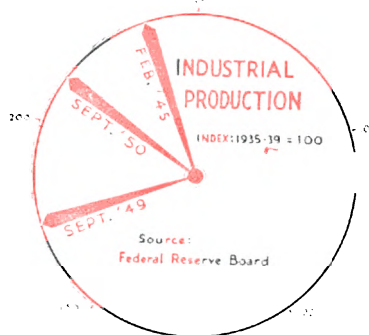
## Smith Pruning Guide

Smith 28 page pruning guide, "How to Prune to Improve Your Shrubs, Fruits and Flowers" is written simply for the amateur gardener. Booklet priced at 10 cents per copy is offered free to (Continued on page 96)



# How's the

## HARDWARE BUSINESS?



*Peak employment in September . . . Personal income record broken . . . Credit control slowed retail sales . . . Sales of large hardware stores up 3 pct*

### Big Ticket Sales Affected by Credit Curbs, Color TV Mess

Tighter credit controls, plus a somewhat more optimistic view of chances of avoiding, for the time being, World War III, is being reflected in small declines in retail sales.

Despite this recent slackening, sales volume is still considerably above a year ago and will likely continue so throughout the year, rising to a new all-time peak during the Christmas season. However, the feverish tinge that colored the summer buying wave has definitely worn off.

Heavy inventories, in face of the slackening in retail sales, is taxing the credit resources of many dealers, a fact causing some concern in wholesale circles. This situation, however, is expected to be corrected by the anticipated heavy Christmas sales.

Government credit curbs have hit hardest on major appliance sales, while the confusion over color TV has temporarily dried up new set sales. The outlook for more stringent credit controls, perhaps hitting charge accounts, is very strong, especially in view of the continued rise of personal income.

The price trend continues upward, although not as sharply as in the recent past. A suggestion of the magnitude of recent price rises is given in the report of a

large wholesaler firm which reports that in a 3-week period it notified dealers of 2,846 advances.

Little likelihood exists of this trend being halted, especially in view of the latest round of wage increases which will undoubtedly be reflected in merchandise prices over the next few months.

September sales of a group of large hardware stores showed a 3 pct decline from the preceding month but were 17 pct above a year ago.

The Labor Dept. Commodity Index for the week ending Oct. 17 touched a new post war high of 168.7 pct. The metal and metal products component of that index showed a rise of 0.2 pct for that week, bringing the figure to 6.3 pct above the comparable period of 1949.

### Dept. Store Sales Showed Healthy Gain

Department store sales in the United States in the week ended Oct. 7 were 10 pct above the same 1949 week, the Federal Reserve Board reported. For the four weeks ended Oct. 7 sales were up 11 pct, while for the year to Oct. 7 they were 5 pct above the same 1949 period.

### Sliding Scale in Use On Galvanized Wire

Republic Steel Corp. has put a sliding scale into effect under which galvanized extras on the price of all kinds of wire are keyed to the fluctuations in the market price of zinc. The new scale provides for changes in the galvanizing extras on wire, either up or down, of 5 cents a hundred pounds with each fluctuation of two cents a pound in the price of zinc.

As a result, there have been some recent increases in the galvanized extras on wire. There is a variation in the amount of the advances by product, according to the amount of zinc needed for coating. The extras are separate from all other extras and do not involve any change in the base price of the various steel products, it was stated.

### Galvanized Products Raised By Jones & Laughlin

An increase in the prices of its galvanized products by Jones & Laughlin Steel Corp. went into effect Oct. 4. The increases ranged from \$3 to \$8 a ton on galvanized pipe. It amounted to \$4 a ton on galvanized nails and on galvanized wire. In the case of galvanized wire, base prices only were affected. Only galvanizing extras were adjusted on pipe and nails. Extras are added

(Continued on page 120)





# King of the "Bests" ... the **PROTO**\* **Plion!**

**NEW Designs**

Meet Mr. Plion and his large family of tough, top-quality PROTO\* pliers. Included are all common types, several specials and the NEW pliers illustrated. Your customers will roar with delight at their many features—fine alloy steel, sturdy construction, good balance, correct leverage, ease of operation, properly shaped teeth and sure-grip handles. And now, most PROTO\* pliers have lustrous chrome-plating. Stock the fast-selling, *quality* plier "lion"—PROTO\*. Write for catalog to

**PLOMB TOOL COMPANY**

2227V Santa Fe Ave., Los Angeles 54, Calif.



**\*PROTO** means **PROfessional TOOLS**.  
It's the new name for the tools that have been preferred by users for 43 years. For *really fine* tools, look for the PROTO sign.



5084



# Let's play "Jingle Bells" on your cash register

*the ad to the right and your display will do the trick!*

**You'll see** some sales excitement when women everywhere see this FULL-COLOR, FULL-PAGE PYREX WARE AD.

It will be running in the December LADIES' HOME JOURNAL and SATURDAY EVENING POST, December 9.

Don't miss the extra profits from these big Christmas ads. Check your stock NOW.

Make sure you have the *complete assortment* of PYREX WARE to show them.

Remember . . . eight out of ten women already have at least one PYREX WARE ITEM in their kitchen. They *like* to give and get Pyrex Ware gifts! Let them see the complete assortment of Pyrex Ware and pick out their favorites.

## Tie in with mass display for more Christmas profits. Order from your distributor NOW!



# Christmas shopping? Look at these!

See these wonderful gifts—and dozens more—at your nearest Pyrex Ware counter! Pyrex Ware is an all-year joy for everyone who cooks!



## Just out! New PYREX Hostess Set!

Here in time for Christmas... the new family-size edition of the popular casserole and ramekin set. A beautiful, modern, covered casserole (1½-quart size) plus four individual serving dishes (7-ounce size) in gay red or sunny yellow.

Set of 1½-quart covered casserole and 4 matching individual dishes. **\$2.95**



New Pyrex Casserole } 1-qt. size **79¢**  
1½-qt. size **89¢**  
2-qt. size **\$1.00**  
Improved design, with pie-plate cover.



Pyrex Oven-and-Refrigerator Set—**\$2.95**  
Four dishes, with covers, for baking, serving, for storing leftovers.



Pyrex Bowl Set—**\$1.39**

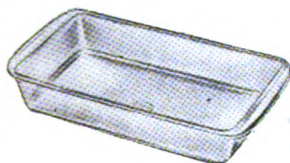
Three clear glass bowls—1-qt., 1½-qt., 2½-qt. sizes.



Pyrex Hostess Casserole—**\$2.25**  
Generous 2½-qt. size. With cover.



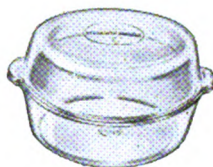
Pyrex Flameware Percolator } 4-cup size **\$2.45**  
6-cup size **\$2.95**  
9-cup size **\$3.45**  
Watch your coffee brew to perfect strength!



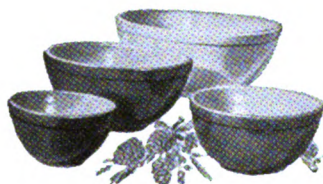
New Pyrex Utility Dish } 1-qt. size **69¢**  
2-qt. size **89¢**  
3-qt. size **\$1.00**  
Dozens of uses. Wide, easy-to-grasp handles.



Pyrex Flameware Double Boiler—**\$3.45**  
You can see the water through the glass.



Pyrex Oven Roaster—**\$1.39**  
3-qt. size. Fine for roasting the Sunday chicken.



Pyrex Color Bowl Set—**\$2.95**  
Four bowls in cheery colors for every mixing, baking, and serving use.

**PYREX FLAMEWARE** for top-of-stove cooking  
**PYREX OVENWARE** for baking and roasting



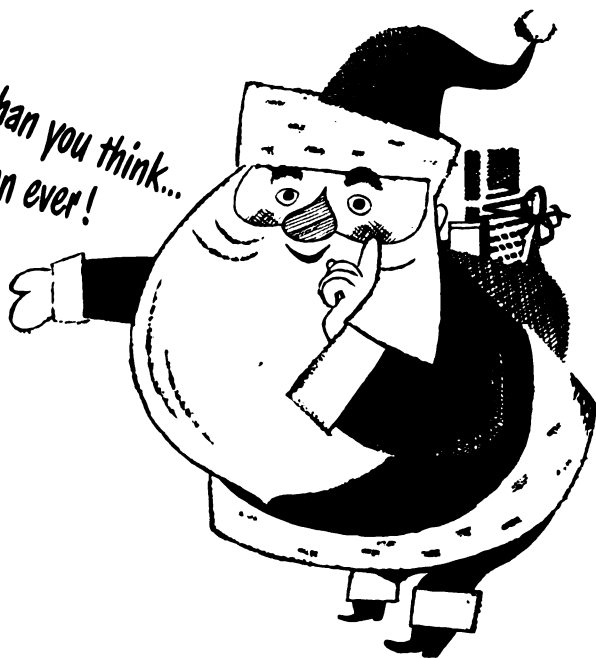
A Product of  
CORNING GLASS WORKS





Christmas wouldn't be  
Christmas without—

*It's greater than you think...  
Greater than ever!*



*Give her a*  
**HOOVER**  
*and you give her*  
*the best!*

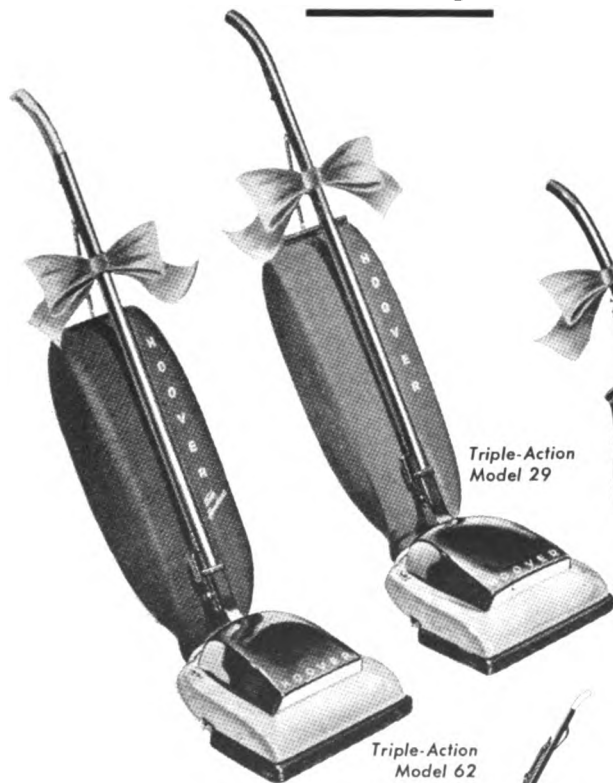
Each year Hoover's traditional gift-giving slogan grows greater.

This year it's greater than ever with five new Hoover Cleaners to choose from, as well as the latest additions to the Hoover line—the new Hoover Floor Polisher, the new Hoover Dustette, and the Hoover Iron.

That's why Hoover dealers are all set for the biggest Christmas selling event in Hoover history! What better way to wind up a record Hoover year! A record number of new Hoover Cleaners introduced... a record advertising schedule to spread the exciting news... and record Hoover sales.

Yes, Hoover dealers know it this Christmas:

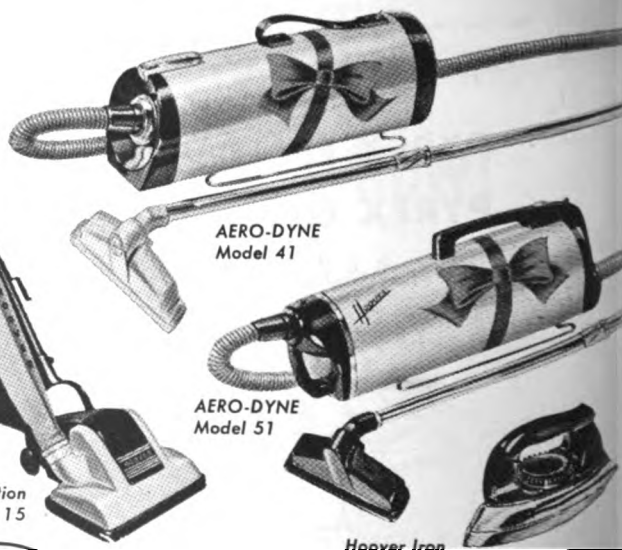
*You'll be happier with a Hoover*



Triple-Action  
Model 29

Triple-Action  
Model 62

Triple-Action  
Model 115



AERO-DYNE  
Model 41

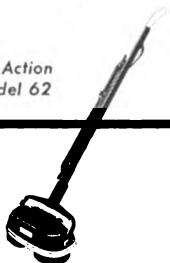
AERO-DYNE  
Model 51

Hoover Iron



Hoover Dustette

Hoover  
Floor Polisher

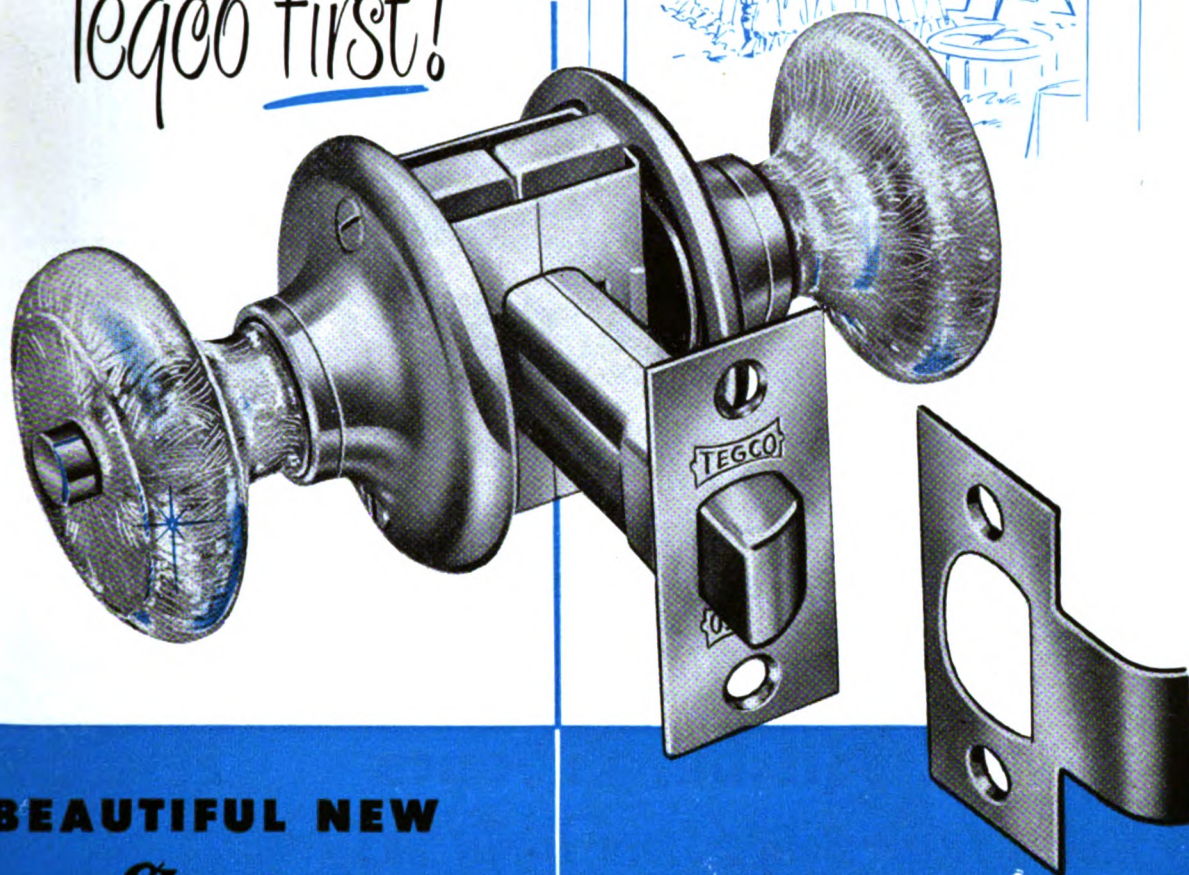


**THE HOOVER COMPANY**

North Canton, Ohio    Hamilton, Ontario, Canada  
Perivale, England



# Another Tegco First!



**BEAUTIFUL NEW**

## *ShurLok* GLASS KNOB UNIT SETS!

### COMPARE THESE ShurLok FEATURES!

**GLASS OR METAL KNOBS:** A complete line of unit sets in either style.

**10-YEAR FINISH GUARANTEE:** Rose finishes (also metal knobs) are protected with a transparent, enameled coating applied under a high heat. Finishes are guaranteed in writing for ten years!

**ALIGNMENT BLOCK:** "Floating snap-on alignment block" automatically corrects for misbored holes.

**BRASS AND STEEL LATCH:** Completely enclosed. Steel parts permanently protected.

A new knob...a new set...a complete new trend in door trim. That's the new "800" line of ShurLok GLASS KNOB UNIT SETS! They're the very latest in sparkling beauty, life-time quality and economy.

ShurLok "800's" feature new 'Anchor-Tite' glass knobs...automatic alignment...speedy installation...factory assembly...low original cost, and are available for passage, bathroom, bedroom, exterior and entry doors.

ShurLok GLASS KNOB UNIT SETS are tested and proved and unconditionally guaranteed for materials and workmanship. They're the fastest selling hardware on the market!

## *ShurLok*



**TECHNICAL GLASS COMPANY, INC.** 2050 East 48th Street  
Los Angeles 58, California





## **You'll Find Pittsburgh Fence Moves Fast—Builds Store Traffic and Profits**

You'll find, like many others, that the extra quality of Pittsburgh Fence makes for repeat business—customers return again and again to fill their needs. The extra promotion back of Pittsburgh Fence helps keep your stocks moving, builds store traffic for many of the farm and home items on your shelves.

Farmers, poultrymen and home

owners alike are being directed to you through ads in national, regional, state and local publications to ask for Pittsburgh Fence by name. Be ready for them with adequate stocks of our complete line. Ask your distributor to supply you today. For more information write to Pittsburgh Steel Company, Department HA, Pittsburgh 30, Pa.



# **Pittsburgh Fence**

a product of  
**Pittsburgh Steel Company**



Mahogany Vitrolite "dresses up" this modern Visual Front in Seattle. Golden Plate Glass is used in the windows to reduce fading of merchandise. Clear-vision doors are Tuf-flex Plate Glass.

*Le Roux*  
MEN'S & BOY'S WEAR

*Rudy's*  
SHOES-FABRICS



## HOW *Northwestern* STORES ARE INVITING SALES

THEY USE the "open type storefront, the kind that puts the whole store on display, clearly and effectively. When people can see in, more come in to buy.

The Visual Front has proved to be sound sales strategy—as sound in Washington, D. C., as in Seattle, Washington. It works as well for a hardware dealer as for a clothier. And it will work for you.

What does it cost to step out from behind an old-style front—to step out for more business? Don't guess about this, because it may be less than you'd expect. An L-O-F Distributor can tell you. He's a local businessman, in touch with local architects and contractors. And he knows

local conditions. He's the right man to help you get the most for your money.

As for storefront materials, he has the best and most complete line you can find—L-O-F Polished Plate Glass, Golden Plate to reduce fading of displays, *Thermopane*\* insulating glass to reduce steaming and frost, *Tuf-flex*\* doors to open up entrances, *Vitrolite*\* glass paneling to beautify exterior surfaces.

Send the coupon for our new colorfully illustrated Visual Fronts book and the names of your nearest Libbey-Owens-Ford Distributors, who can give you this complete, helpful service.

\*®

For a modern **VISUAL**  **FRONT** see your nearest

**LIBBEY-OWENS-FORD**

GLASS DISTRIBUTOR

Libbey-Owens-Ford Glass Co.  
77115 Nicholas Building, Toledo, Ohio

Send me your book on Visual Fronts and the names of the nearest L-O-F Distributors.

Name

Address

City  State



ORDER YOUR NEW

# Doo-Klip DISPLAY UNIT *now!*

IT'S FREE WITH THE  
PURCHASE OF A *Doo-Klip*  
DISPLAY PACKAGE . . .  
*Which Nets You \$20.12*

OF STURDY STEEL CONSTRUCTION

40 inches high—24 inches wide—  
14 inches deep. Doo-Klip colors  
of bright green, yellow and red  
enamel finish. Can be used with-  
out floor standard for counter  
display. Shipping wt. of display  
package—31 lbs.

This colorful, permanent display will  
increase your sales and serve you  
well year after year. Re-order tools  
from your jobber as demand requires.

These fast selling tools are included in  
the Display Package . . .

	Dealer Cost	Selling Price	Your Profit
6 Doo-Klip Standard Grass Shears	\$ 7.02	\$11.70	\$ 4.68
4 Doo-Klip Long Handle Grass Shears	8.40	14.00	5.60
3 Snip-Itt Jr. Grass Shears	2.70	4.50	1.80
3 Doo-Klip Pruning Shears	4.95	8.25	3.30
3 Doo-Klip Hedge Shears	7.11	11.85	4.74
	\$30.18	\$50.30	\$20.12

Order from your jobber today for  
Spring delivery.

THE LEWIS

ENGINEERING AND MANUFACTURING CO.

Alliance, Ohio



# HURRICANE

## POWER MOWERS

*Cut a Wide Swath of Profits  
for You!*

### HURRICANE JUNIOR

for the Small,  
City Lawn.  
Is "overpowered"  
—will do lots of  
hard work.



**2 great  
proven  
power lawnmowers**

Your Profit is Bigger when  
you sell the Top-Quality  
Line. Hurricane is  
priced right to  
move quickly.



### HURRICANE

for the Big Lawn  
—and for tough,  
heavy mowing.  
Proved fine by  
years of use.

Biggest production ever was sold out easily in 1950 season. Buyers prefer Hurricane quality. Dealers love the easy sales. Here is the rotary power lawnmower you want to handle — sturdy and dependable, reduces service problems to a minimum, makes happy customers. Parts and service always available. Many lawnmower rental firms prefer Hurricane — say it stands up best!

#### Dealer Opportunity!

"In every respect I am very happy with my purchase, and I hope to see the time when the 'Hurricane' has local representation."  
(Quoted from letter from manager of a power company in a Southern city. Name and details on request.)

## ORDER NOW!

**Be Sure You Have Hurricane To Sell  
This Fall and Next Spring**

You can't lose with an inventory of this great lawnmower value on hand. Right now we are able to accept orders for prompt delivery.

**ATTENTION — Hardware and Implement Jobbers!** A few choice territories open. Contact us at once.

**"HERE'S HOW"**  
For More Lawnmower  
Sales!

#### SALES-MAKING HURRICANE FEATURES

- 4-cycle, 1½-2 h.p. gasoline engine — "overpowered" for assured performance.
- Automatic governor for constant speed.
- Full-floating friction drive.
- Rust-proof, silver-plated drive shaft.
- Malleable aluminum chassis—lightweight.
- Ball-bearing wheels.
- Tempered steel fan-tip rotary blade.
- Attractive consumer folder for your own use.

NATIONAL METAL PRODUCTS CO., INC. • KANSAS CITY 8, MO.

**NATIONAL METAL PRODUCTS CO., INC.**  
Dept. H-3, 2722 Cherry Street  
Kansas City 8, Mo.

Yes, I want to make money selling the HURRICANE line. Send me your "Here's How" literature and prices — telling me how to know the fine Hurricane selling features for more power lawnmower sales.

Name.....

Address.....

City.....

Zone.....State.....



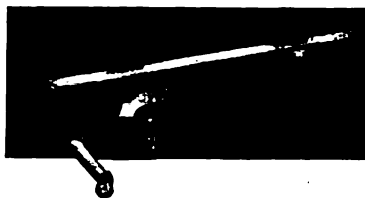
# I V E S Casement Window HARDWARE

*A line you can be proud to sell!*



Not Handed

## HEAVY DUTY CASEMENT WINDOW OPERATOR



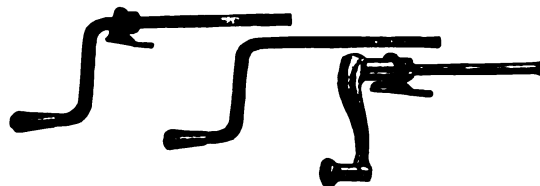
Angle Drive Operator for Special Applications.

For average size casements with wide stools... smooth acting... non-rattling.



AdjustITE Catches

Draws top of casement window tight... no mortising required... adjustable tension... template furnished.



A few of a wide variety of handle installations

This time-proven Ives Operator is built for **HEAVY DUTY**. All parts made of extra heavy gauge steel or brass. Sash track slide assembled with phosphor bronze spring to reduce wear and eliminate rattle. **STRONG — DURABLE — SMOOTH OPERATING**. This acknowledged leader in its field can be one of your best sellers.

*Ask Your Jobber*

**THE H. B. IVES CO.**  
NEW HAVEN, CONN.

*Quality Hardware*

SINCE 1876



## *Federated Gardiner* **SOLDER** BRAND

A top quality Acid Core Solder that really sells fast. The colorful blue package is easily seen and recognized. Chemical analysis of solder prominently displayed. Listed by Underwriters' Laboratories, Inc.

Federated Gardiner brand solders come in all sizes and compositions.

Stock them and you'll sell them.

*Federated Metals*  
*Division*

AMERICAN SMELTING AND REFINING COMPANY  
WHITING, INDIANA (CHICAGO)



## THE SENSATIONAL NEW ALL-PURPOSE RUBBER BASEBOARD!

# SANI-BASE



Feature this hot new seller on your counter for quick, easy profits!

Customers want it, buy it on sight. It's easy to install, easy to clean, sanitary. Home-owners are using it to replace old and broken quarter-round, for baseboard installations, around kitchen cabinets, in the bathroom.

Colorful new counter display unit contains 20 feet Sani-Base, can of waterproof Sani-Cement, brush, instructions... a complete kit, ready to use.

Sani-Base is also available in 100-ft. cartons (10 ten-ft. lengths per carton).

Sani-Base colors: red, blue, green, yellow, black and white.

**Customers come back for more Sani-Base**

And no wonder! It's so easy to fit to curved, straight, or horizontal wall or cabinet areas. Made of pure, live rubbers. Permanent colors, can't rub off. Scissors or knife the only tools needed for application.

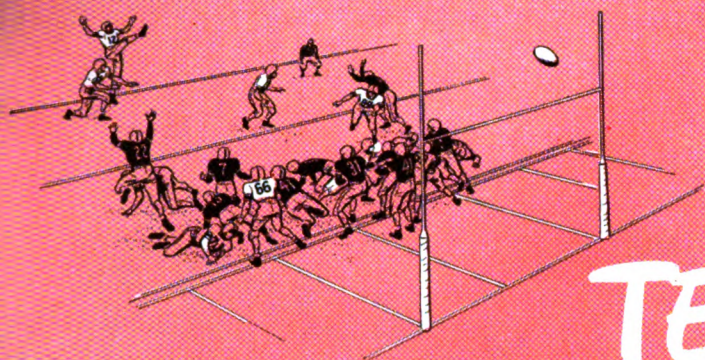


SEE YOUR JOBBER OR WRITE US DIRECT

**CASS PRODUCTS COMPANY**

6127 North Cicero Avenue • Chicago 30, ILL.





# Lucas TEAMWORK *Gets Results*

**E**VEN when you're a star in your own position, it pays to have the backing of a strong team.

Lucas dealers profit by having a strong line to back them up. A paint line with a reputation for top performance that's more than a century old.

Plus a team of Lucas sales representatives, regional offices and home office executives to whom each Lucas dealer's problems are important. Plus cooperation in the form of more and better merchandising helps.

If your goal is higher profits, let us show you how Lucas teamwork can help you score. Write today.



JOHN LUCAS & CO., INC., ADMINISTRATION OFFICES: PHILA., PA. • Offices, Factories, Warehouses in Principal Cities



## BIG CHRISTMAS ADS IN

**and other  
LEADING  
NATIONAL  
MAGAZINES**



**to sell your own local customers!**





# CAMPAIGN in



## YOUR TOWN U.S.A.

sells **SKIL**

## Home Shop Tools

### FOR YOU!

**Get set to tie in . . . and cash in NOW!**

#### USE **FREE** WINDOW STREAMERS

Bring prospects into your store. Make extra sales to customers who read about SKIL Home Shop Tools in this BIG campaign. Ask your wholesaler for Window Streamers!

*they're free!*



#### USE THESE **FREE** AD MATS AND RADIO SCRIPTS

A big assortment of sales-making ad mats is yours for the asking. Radio scripts, too. Feature SKIL Home Shop Tools in your own ads for extra sales, extra profits. Ask your wholesaler for what you need.

*they're free!*



#### SEND **FREE** MAIL STUFFERS



Put these leaflets in your invoices and on your counters. Let your trade know you carry the SKIL Home Shop Tools they want. Ask your wholesaler for these attractive leaflets.

*they're free!*



SKILSAW, INC.

Home Shop Division

5033 Elston Avenue

Chicago 30, Ill.

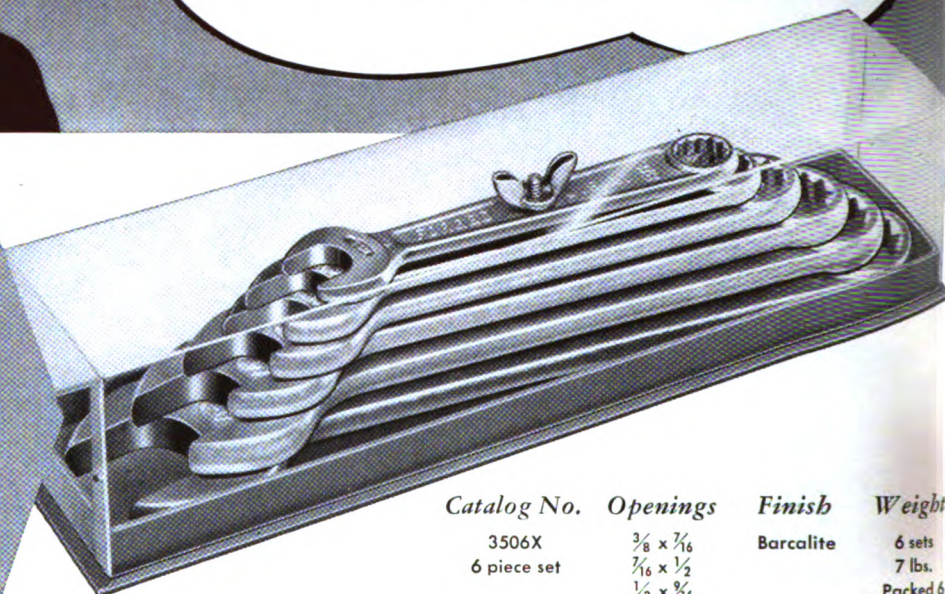




**YOU'RE  
ALL SET UP**

**FOR EYE-CATCHING DISPLAY,  
GREATER CHRISTMAS SALES!**

**WITH THIS  
BARCALO  
AUTO KIT  
WRENCH SET**



Catalog No.	Openings	Finish	Weight
3506X	$\frac{3}{8} \times \frac{7}{16}$	Barcalite	6 sets
6 piece set	$\frac{7}{16} \times \frac{1}{2}$		7 lbs.
	$\frac{1}{2} \times \frac{9}{16}$		Packed 6 sets to carton
	$\frac{9}{16} \times \frac{5}{8}$		
	$\frac{5}{8} \times \frac{3}{4}$		
	$\frac{3}{4} \times \frac{7}{8}$		

**W**HEREVER you put it . . . it's on display for extra Christmas tool volume! Six economy-priced open-box end wrenches in popular sizes. Packed in red box with transparent plastic cover. They're attractive Christmas gifts! Tools made of Barcalo "Special Analysis" steel, with Barcalite finish. Handy wing nut and bolt keep wrenches firmly and compactly in place.

**WITH THIS BARCALO  
OPEN-END WRENCH SET**

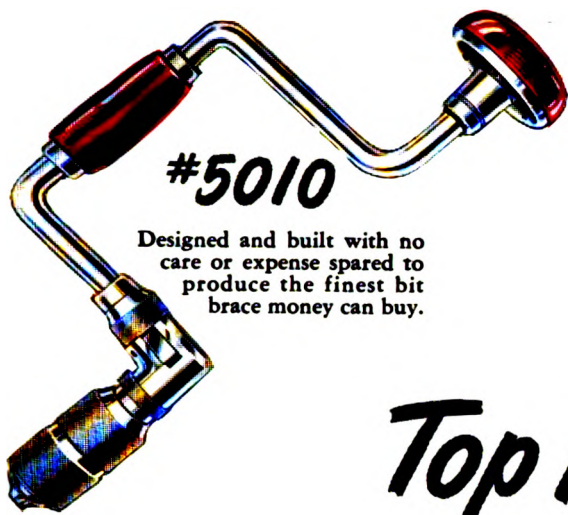


Catalog No.	Openings	Finish	Weight
1565BX	$\frac{3}{8} \times \frac{7}{16}$	Chrome plated Highly polished ends Smooth finished sides	6 sets
5 piece set	$\frac{1}{2} \times \frac{9}{16}$		8 lbs. 8 oz.
	$\frac{1}{32} \times \frac{11}{16}$		Packed 6 sets to carton
	$\frac{5}{8} \times \frac{3}{4}$		
	$\frac{11}{16} \times \frac{7}{8}$		

**A** COMPACT set of bright chrome open-end wrenches, in a red gift box with green base . . . an eye-catching Christmas display! Cover is transparent plastic. Place your order in plenty of time for the gift season!

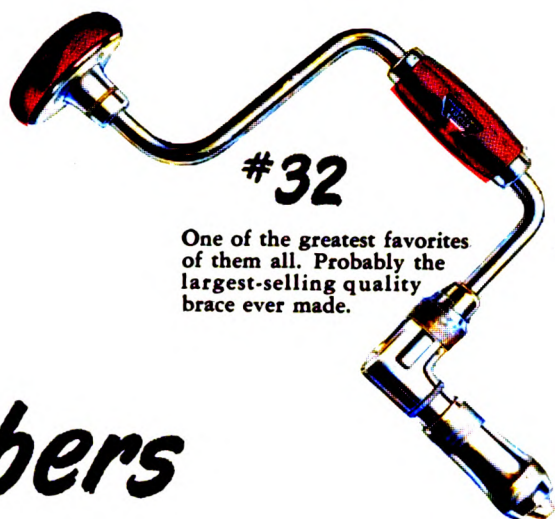
**BARCALO MANUFACTURING COMPANY • BUFFALO 4, N. Y.**





**#5010**

Designed and built with no care or expense spared to produce the finest bit brace money can buy.



**#32**

One of the greatest favorites of them all. Probably the largest-selling quality brace ever made.

## Top Numbers in the World's Top Brace Line!



**#772**

Preferred by expert craftsmen everywhere. A beautifully finished tool with full ball bearing construction.

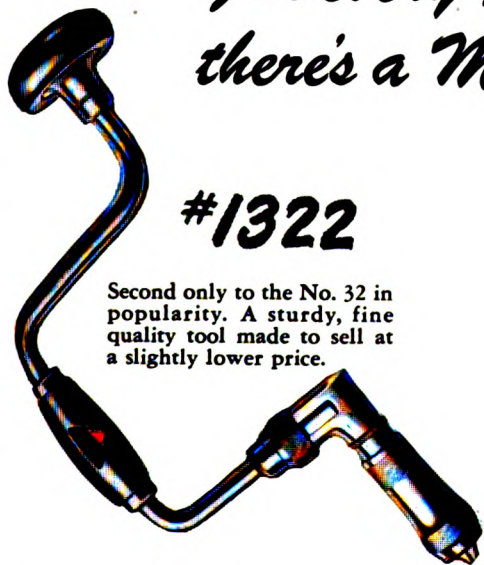
If you want people to look to your tool department for the finest hand tools — you'll do well with these champions. They're the leading models in the outstanding line of bit braces. Some are old favorites like Millers Falls famous No. 32 and superbly finished Parsons De Luxe No. 5010. Some are new favorites like the colorful No. 1950. All are top sellers — all are exceptional values. Add them to the next order you send your jobber. They're tools you can be proud to sell . . . tools your customers will be proud to buy.



**#1950**

A new leader in the big volume medium price class. Colorful, *unbreakable* head and handle of glossy red "Tenite".

*For every Pocketbook, and every Job -  
there's a Millers Falls Brace that's tops!*



**#1322**

Second only to the No. 32 in popularity. A sturdy, fine quality tool made to sell at a slightly lower price.



MILLERS FALLS COMPANY  
GREENFIELD, MASSACHUSETTS



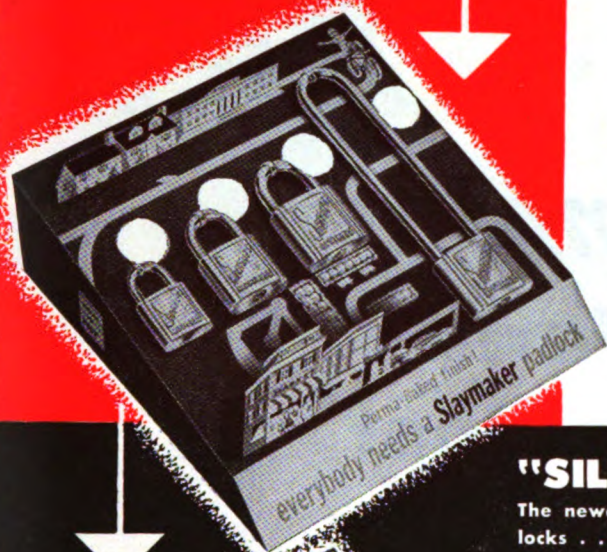
# HERE'S YOUR PADLOCK DEPARTMENT!

**2** MOVABLE MINIATURE SHOWCASES . . . together, they take up only 16 x 9 inches of counter space!

**8** FAST-SELLING PADLOCKS . . . solid cast brass and rustless alloy . . . all at popular prices.

**FROM Slaymaker**

*. . . the name that means modern merchandising!*



**"SILVER SENTINELS"** as advertised in the *Saturday Evening Post* and *Country Gentleman*. The newest Slaymaker merchandising sensation! Four rustless alloy padlocks . . . high in quality, sales appeal, and turnover speed. Miniature showcase ("Padlock Town") in six sparkling colors.

**"BRASS BEAUTIES"** as advertised in the *Saturday Evening Post* and *Country Gentleman*. Four solid cast brass padlocks in a blue plush jewel-box miniature showcase. Brass has always been the symbol of durability in padlocks. At popular prices, these move fast!



What you want is a complete padlock department, with as few numbers and as little inventory as possible. That way, you sell more of each number, at bigger profit to yourself.

You're probably moving more and more toward the new display trend, too . . . movable displays, small displays. They let you take full advantage of impulse and related-item buying.

These Slaymaker Padlocks fit right into that kind of operation.

There's a padlock for almost every customer who comes into your store. The displays are eye-catchers, pocketbook-openers. The padlocks glitter with quality and price appeal.

You get both "Silver Sentinels" and "Brass Beauties" assortments . . . both miniature showcases . . . a complete inventory of eight sizes of padlocks in styles to meet popular demand . . . and your outlay is small.

It's mighty little investment for a line that goes right to work and gives you quick turnover and sweet profits. See your jobber or write us today.

COUNT ON  
**Slaymaker**

FOR PADLOCK  
PROSPERITY!

**SLAYMAKER LOCK COMPANY**

Since 1888

LANCASTER, PA., U. S. A.

*World's Most Complete Line of Padlocks*



# SEASONED HICKORY HANDLES

## Get Acquainted With "SEASONED HICKORY" HANDLES!

Check these advantages against other tool handles, and you'll order "SEASONED HICKORY."

**QUALITY**—Selected second growth Appalachian Hickory of uniform quality expertly finished by personnel with two decades of experience . . . *graded up to a quality standard—not down to a price!*

**PRICES**—Our prices are competitive, and you're assured of selling a quality product that makes and keeps customers.

**GUARANTEE**—We unreservedly guarantee every Fleischmann "SEASONED HICKORY" Handle, regardless of grade, against warping, wood-eating beetles, or deterioration while in the customer's stock. What more could you ask for? Write us.



*Fleischmann Handle Company*

Tower Building

Baltimore 2, Maryland

Plant: Rocky Mount, Va.

Digitized by Google



# PLANT THE SEEDS FOR SPRING PROFITS NOW!

## DISSTON'S new GARDEN TOOL LINE for the 1951 Selling Season...

Here's the Garden Tool line you'll really go to town on...  
come Spring! New items, new features, and . . .

### THE NEW DISSTON NO. 434 "COUNTER SALESMAN"

— a colorful, eye-catching display piece that lets you put a garden tool department on little more than one square foot of counter space!

You get this "Counter Salesman" just by ordering the eleven (one each) popular Disston Tools that stock it. Ask your hardware wholesaler for complete information, or use the coupon!



Disston "Counter Salesman"  
No. 434. Displays one each:  
No. 30 8" Hedge Shear;  
No. 36 8" Hedge Shear;  
No. 180 8" Hedge Shear;  
No. 160 6" Hedge Shear;  
No. 106 Hand Pruner; No. 142  
Hand Pruner; No. 1100 Grass  
Shear; No. 206 Grass Shear;  
No. 101 Grass Shear; No.  
250 Grass Shear.

Dealer Price \$15.47 Retail Value \$23.20

Henry Disston & Sons, Inc.  
1154 Tacony, Philadelphia 35, Pa.

Please send me complete information on the items checked:

- ☐ Disston No. 434 "Counter Salesman" and tool assortment.  
☐ The complete line of Disston Garden Tools.

NAME .....

ADDRESS .....

CITY .....

STATE .....

ORDER FROM YOUR  
HARDWARE WHOLESALER

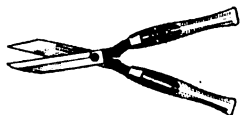
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# EAP A HARVEST OF SALES FROM DISSTON'S '51 LINE!



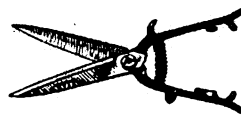
DISSTON No. 30 HEDGE SHEAR  
10" Blades



KEYSTONE No. K-100 HEDGE SHEAR  
6" Blades



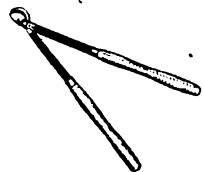
DISSTON No. 1100 GRASS SHEAR



KEYSTONE No. 206 GRASS SHEAR



DISSTON No. 1104 GRASS SHEAR



DISSTON No. 5L LOPPING SHEAR



DISSTON No. D-212 TREE PRUNER

## Shear profits from these Disston Tools!

**HEDGE SHEARS**—Disston Steel Blades, hollow ground. Hardwood handles. A variety of types; 8" and 10" blades. Also, popular priced KEYSTONE SHEARS.

**GRASS SHEARS**—A complete DISSTON and KEYSTONE line... tempered steel blades, comfortable, easy-grip handles. Popular-priced shears in a variety of styles.

**LOPPING SHEARS**—Easy-cutting DISSTON shears in various types from the powerful, all steel professional model to the wooden handled shears for home use. Popular priced KEYSTONE Lopping Shears.

## Sales—like shrubs—grow in the pruning season!

**HAND PRUNERS**—For the home owner and professional user. Disston Pruners of hardened steel; with comfortable handles—easy cutting action. Also KEYSTONE general purpose pruners with malleable iron handles.

**TREE PRUNERS**—Tempered steel blades. Made in three types: "Waters Pattern" with wire connection; Sliding Handle with wire; Extension Type with rope control operation.

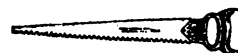
**PRUNING SAWS**—Both solid and folding handle types in a wide variety of blade patterns and tooth sizes. Also pole pruning saws and shears.



DISSTON No. 150 HAND PRUNER



QUAKER CITY No. 106 HAND PRUNER



DISSTON No. 4 PRUNING SAW



DISSTON No. 100 PRUNING SAW



DISSTON No. 15 PRUNING SAW



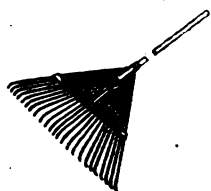
DISSTON No. 50 PRUNING SAW



DISSTON No. 31 PRUNING SAW



DISSTON No. 55 PRUNING SAW  
AND SHEAR



DISSTON D-24 SPRING-ACTION RAKE



KEYSTONE No. K-11 RAKETTE



DISSTON No. 3 GRASS HOOK



KEYSTONE No. 10 GRASS SLASHER



DISSTON No. 47 GARDEN TROWEL

## Turn up more sales—rake in extra profits—with these Disston Tools!

**GARDEN TROWELS**—Illustrated is Disston No. 47. Strong; drop-forged from Disston Steel. Hardwood handle.

**LAWN RAKES**—Spring-action lawn rakes; exclusive Disston design. Flat spring-steel teeth, hardened and tempered. Also, K-11 RAKETTE: popular priced, hardened and tempered flat spring steel teeth.

**GRASS HOOKS and SLASHERS**—Tempered steel blades; keen cutting edges; hardwood handles. A variety of short and long handle types; all price ranges.



**HENRY DISSTON & SONS, Inc.** 1154 Tacony, Philadelphia 35, Pa., U. S. A.

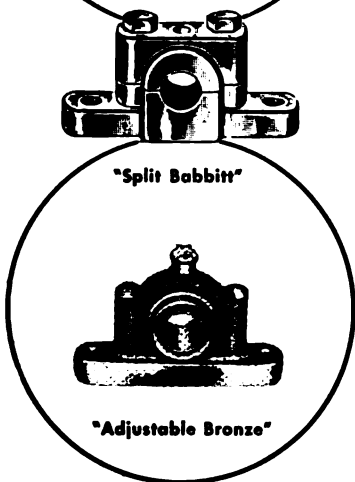
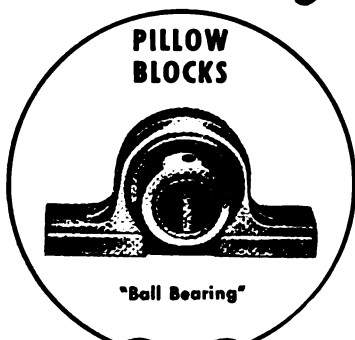


# Chicago Power Tool Accessories

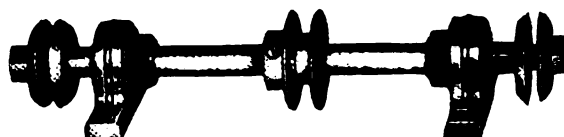
"GIVE YOU MORE YEAR-AROUND SALES"

to  
**Farm..Home..Industry**

OVER 50,000,000 FARMS . . . HOMES . . . STORES . . . INDUSTRIAL PLANTS are now using power driven equipment. You can cash-in on this profitable year-around replacement business when you feature Chicago Stock Accessories in your power tool department. Order from your jobber and start getting your share now.



## GRINDING MANDRELS



## "V"-BELT PULLEYS

## SHAFT COLLARS



## "V"-STEP PULLEYS

## KNURLED KNOBS



## MULTIPLE "V"-PULLEYS

## GROOVED KNOBS



## FLANGED PULLEYS

## HAND WHEELS

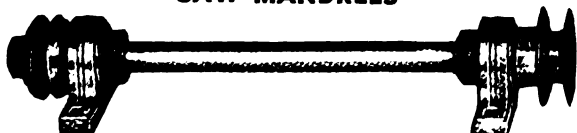


## FLEXIBLE COUPLINGS

## MACHINE WHEELS



## SAW MANDRELS



*All these . . . and many other items are available for immediate delivery.*

*Ask your jobber or write for Cat. 51-A.*

## SANDING & BUFFING STANDS



We invite you to see us at our Booth #298 at the National Hardware Show October 2nd to October 6th.

**Chicago DIE CASTING MFG. CO. • 2510 W. Monroe St. • CHICAGO 12, ILL.**



# For heavy duty service STANLEY now offers...

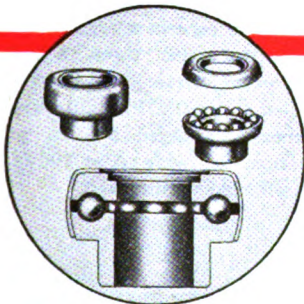
Stanley introduced the ball bearing hinge. For carrying the *vertical* load of a door it outperformed all others.

Recognizing the need for a hinge for extra heavy service that would support both the lateral and vertical thrust of a door on ball bearings, Stanley has developed the Full-Jeweled\* Ball Bearing Butt Hinge. After exhaustive laboratory and field tests we can say, "It's practically impossible to wear out this hinge."

For heavy doors, exterior doors or doors receiving high frequency service, be safe—recommend Stanley Full-Jeweled\* Ball Bearing Butt Hinges.

*\*Now all Stanley Extra Heavy Ball Bearing Hinges have Full-Jeweled bearings.*

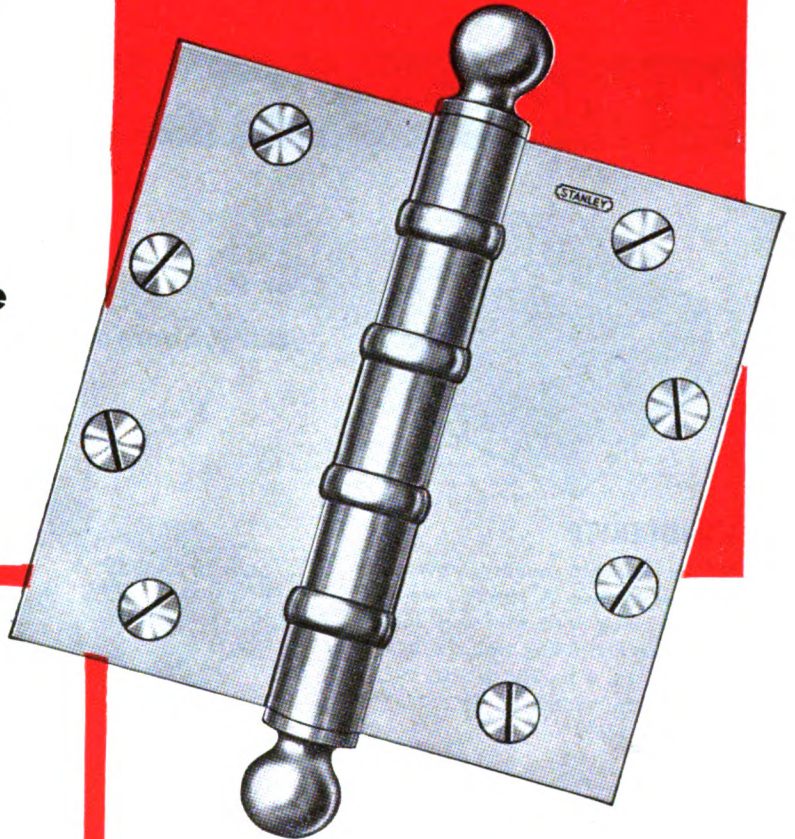
## "Full-Jeweled\*" Ball Bearing Butt Hinge



Exclusive Full-Jeweled Ball Bearing assembly consists of a movable and fixed raceway. When lateral thrust occurs, the movable raceway transmits the force directly to the bearings, which, in turn, are held firmly by the fixed raceway. Thus, the weight of the door is supported both laterally and vertically on ball bearings.

REMEMBER  THREE HINGES TO A DOOR

# ... THE HINGE THAT WON'T WEAR OUT



## STANLEY

Reg. U.S. Pat. Off.

THE STANLEY WORKS, NEW BRITAIN, CONN.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL





### QUIK FLAME SETS

The same Quik flame wicking that has proved popular in continuous lengths is now available in crimped sets to fit all standard 8" range burners. Packaged in sets of 4 oversize (1" wide) wicks.

### QUIK FLAME

The most efficient kindler ever developed for range burners. Patented open mesh construction provides best possible results with distillate oils. The extra-heavy wire core yarn keeps the kindler upright in the burner channel. Glass yarn at burning edge facilitates the removal of carbon deposits. Packaged 6 ft. to the box,  $\frac{7}{8}$ " and  $1\frac{1}{8}$ " wide.



### WOVEN GLASS

The acme of perfection in stove kindlers, assuring long life and maximum stove performance. The only glass wicking woven with a wire core in every strand to protect the burning edge. Packaged  $5\frac{1}{2}$  ft., 6 ft., and 100 ft. to the box in widths of  $\frac{7}{8}$ ", 1",  $1\frac{1}{4}$ " and  $1\frac{3}{8}$ ".

## R/M WICKS...5 BIG PROFIT MAKERS FOR '50



### KINDLERITE

R/M's standard quality woven asbestos kindler. A sturdy long-lived wicking with wire core in both warp and filling yarn. Packaged  $5\frac{1}{2}$  ft., 6 ft., and 100 ft. to the box, in widths of  $\frac{7}{8}$ ", 1",  $1\frac{1}{4}$ " and  $1\frac{3}{8}$ ".

**For wicks with a good margin of profit, ask your jobber for R/M... the pick of the wicks.**



### TRI-WYR

This is an extra-sturdy woven asbestos wick, containing a brass wire core in every strand. There are also three heavy reinforcing wires in the lower half of this wick. Fits all range burners. Packaged  $5\frac{1}{2}$  ft. to the box,  $\frac{7}{8}$ " wide. Also 100-ft. rolls, boxed or unboxed.



## RAYBESTOS-MANHATTAN, INC.

ASBESTOS TEXTILE DIVISION • MANHEIM, PA.

FACTORIES: Manheim, Pa.; No. Charleston, S.C.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Asbestos Textiles • Packings  
Mechanical Rubber Products • Abrasive and Diamond Wheels • Rubber Covered  
Equipment • Brake Linings • Brake Blocks • Clutch Facings • Fan Belts  
Radiator Hose • Powdered Metal Products • Bowling Balls



# Here's TOASTMASTER powerful Gift promotion!

30,498,085 Advertising Messages  
at Christmas Time!

8 BIG 4-COLOR ADS in 11 NATIONAL MAGAZINES!

More often than not, folks who shop for an electric housewares gift at Christmas automatically think of the "Toastermaster" Toaster. Here's gift-appeal at work! Ever stop to figure what that's worth to you? It means an easy, quick, clean sale—at a time when you're busiest, when minutes are money.

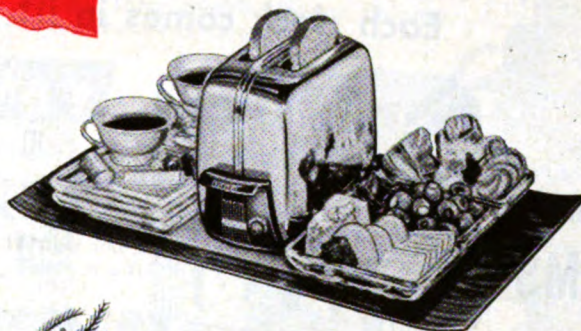
We're sure you'd like more people to buy "automatically." You'd like to save still more time per transaction. You want added traffic... increased profits. All these things are yours when you tie in with this aggressive national advertising campaign. Plan now to advertise... display... and sell "Toastermaster" Products in your store during the coming Christmas season.



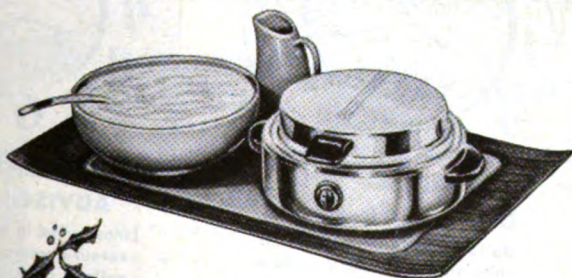
AMERICA'S MOST-WANTED TOASTER is the one she'll be proud to own. Pops up perfect toast every time—light, dark, or in-between. Completely automatic, easy to clean, has extra-thick chromium finish for enduring beauty. There are "Toastermaster" Toasters still serving faithfully after 20 years!



FOR SNACKS THAT HIT THE SPOT with youngsters after school, oldsters after the show—there's nothing like the new "Toastermaster" "Toaster 'n Jam" Set. A breakfast-brightener, too. Handsome walnut tray, gay colored jars and toast plate of fine Franciscan Ware, and the beautiful "Toastermaster" Toaster.



SHE'LL HAVE PARTIES that almost give themselves with the "Toastermaster" "Hospitality" Set. Four handmade crystal party plates and three matching relish dishes make the simplest snacks exciting—invite self-service, free the hostess for fun. Hand-rubbed walnut tray. Includes the famous "Toastermaster" Toaster.



A REAL PARTY-PROMOTER—the "Toastermaster" Waffle Service. Handsome walnut tray has loads of extra uses. So, too, have the batter bowl and syrup pitcher in sprout-green Franciscan Ware. Graceful chromium ladle measures out one waffle—to a drop! Includes the "Toastermaster" Waffle Baker with "Siltect" non-stick grids.

**TOASTMASTER**  
*Automatic Electric Appliances*  
*make heart-warming gifts!*

"Toastermaster," "Toaster 'n Jam," "Toaster 'n Syrup" and "Siltect" are trademarks of McGraw Electric Company, makers of "Toastermaster" Toasters. "Toastermaster" Electric Waffle Makers, and other "Toastermaster" Products. Copy, 1950, Toastermaster Products Division, McGraw Electric Company, Elgin, Ill.



# TELECHRON ELECTRIC CLOCKS found one of *greatest* potential **MONEY-MAKERS** in hardware business today!

Every hardware store operator urged to make the most of this golden opportunity! Stock, display, cash in on this fast-moving merchandise!

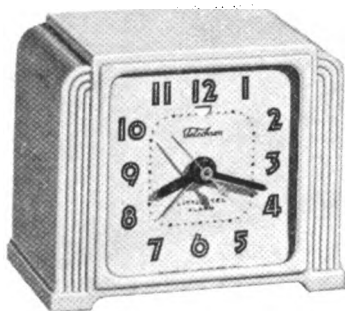
Big swing is from spring to electric clocks! 1 out of 4 families will buy a new clock this year! 6 out of 10 families have yet to buy an electric alarm!

## TELECHRON ELECTRIC CLOCKS

- can't run wrong!
- are silent, no winding, oiling!
- are low cost—start at \$4.50\* retail!
- are the biggest-selling, fastest-selling electric clocks!
- are the most powerfully promoted electric clocks!

**Display them! Offer a variety! Tell customers about them!**  
**Each clock comes in its own display carton!**

**sure-  
waking  
ALARMS**



**LITTLE TEL \$4.95\***  
 America's fastest-selling electric alarm!



**GUEST \$4.95\***  
 Recently introduced—already a favorite!



**NEW! TEL-A-GLOW \$6.95\***  
 America's most completely luminous clock! Case and dial glow at night.

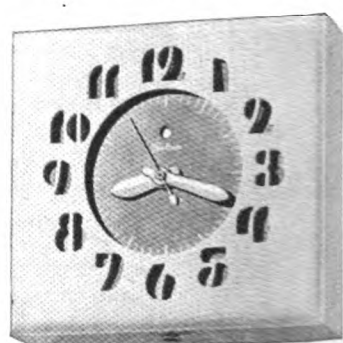
**KITCHEN  
color-  
keynotes**



**PRUDENCE \$4.50\***  
 Budget-priced, modern case, in red or white plastic.



**DECORATOR \$5.95\***  
 Up-to-the-second design with white numerals, black, yellow, red, blue, aqua dial.



**ADVISOR \$5.95\***  
 Latest word in beauty. Dial and cutout numerals in red, black, yellow, blue, and mint green.

# TELECHRON® ELECTRIC CLOCKS TOP PROFIT FOR YOU

Telechron's famous Synchro-Sealed Motor is synchronized perfectly with local electric power plants, so it has to run right!  
 \*PLUS TAX. Prices and specifications subject to change without notice. See your distributor for complete details on the Fall program.  
**TELECHRON INC., ASHLAND, MASS.** • **A GENERAL ELECTRIC AFFILIATE**



# Get Ready Now for the Holidays!

## Coleman

## Gifts

### Are Always Big Favorites!

Again this year, Coleman appliances are favorites of thoughtful Christmas givers. Again this year, powerful advertising tells the Coleman gift story to millions. Make these ads your ads—tie in with special Christmas newspaper ads, mats furnished on request. Show Coleman Gifts in your window and floor displays. Check your stock now—be sure it includes these four popular Coleman appliances. Order from your jobber.



New Golden Anniversary Model 413-D Folding High Stand No. 10



**Coleman**

### Folding CAMP STOVES

Always an acceptable gift for the outdoor man—for the family. Three models—famous Coleman quality. Light instantly. Cook like a city gas range. For the family. Three models—famous Coleman giving. Put them on display now.

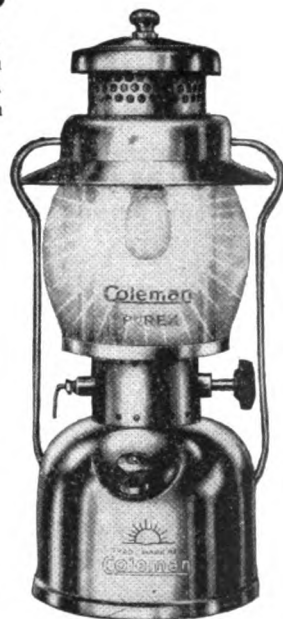
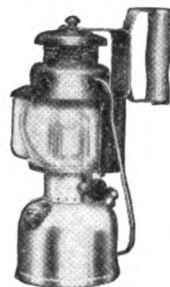
**Coleman**

### Floodlight LANTERNS

Most popular lantern made, and a popular gift item. 20 times as bright as old-fashioned lanterns! Makes and burns its own gas from gasoline. Safe. Storm-proof. Three popular models. Display and suggest them as Christmas gifts.

### REFLECTORS

Make a powerful spotlight out of Coleman lanterns. Easily attached, reflectors for Models 242C and 220D. Give you add-on sales!



Model No. 242-C

**COLEMAN Camp Stoves and Lanterns are used and endorsed by leading outdoorsmen everywhere!**



**Coleman**

### POCKET STOVE—Ideal for Christmas Selling

The famous Coleman Pocket Stove is especially attractive for Christmas giving. Display and suggest it as a gift item. It's the ideal stove for the outdoorsman who travels light. Fits in hunting jacket pocket.

Weight 2¼ lbs. Burns any kind of gasoline. Instant lighting. Fast action. Telescoping case forms two aluminum cooking utensils. Perfect for picnics, motor trips, or wherever quick heat is needed.

sell

**Coleman**

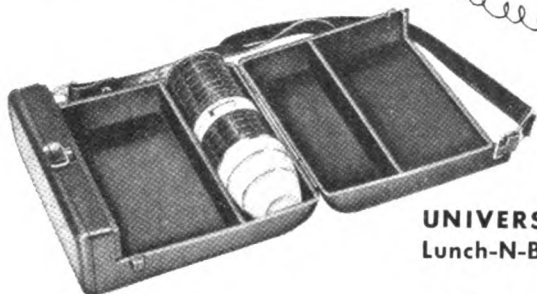
**ORDER FROM YOUR JOBBER NOW!**



# UNIVERSAL

GIVES YOU

*the Season's Best!*



UNIVERSAL  
Lunch-N-Bag

UNIVERSAL  
Vacuum Pitcher Set



UNIVERSAL  
Outing Set

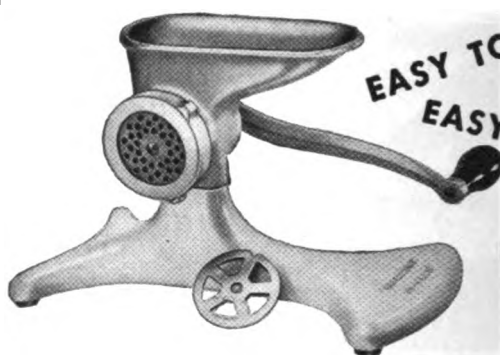
Styled Right . . . Priced Right . . . to make  
Bigger Christmas Profits for You! Get  
details today. Wire Department HA,  
Landers, Frary & Clark, New Britain, Conn.

**UNIVERSAL**

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

**AT LAST! A FOOD CHOPPER  
DESIGNED FOR MODERN KITCHENS!**

**ENTERPRISE**  
*No-Clamp Chopper*



**EASY TO DISPLAY  
EASY TO SELL!**

**RETAIL PRICE  
\$6.95**

Just stand the new Enterprise **NO-CLAMP** Chopper on your counter. It's a demonstration in itself that here's a chopper ready to use . . . on *any* flat surface . . . anywhere in the kitchen.

The **NO-CLAMP** Chopper cuts meats and vegetables with the ease and perfection that has made Enterprise famous. The six easy-to-clean parts include 2 cutters.

## OTHER FAMOUS ENTERPRISE PRODUCTS

**Meat-and-Food Choppers** for clamping to table  
No. 5 Family size

*Retail Price \$4.50*

No. 10 Large families, farms and  
restaurants *Retail Price \$6.95*

**Meat-and-Food Choppers** to be permanently  
fastened to table

No. 12 Large home and farm size  
*Retail Price \$6.95*

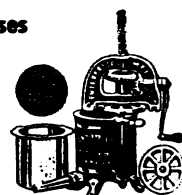
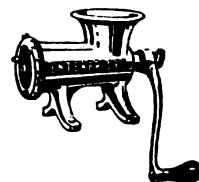
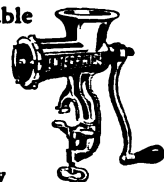
No. 22 Farm and hotel size  
*Retail Price \$14.50*

No. 32 Large-capacity for farms,  
hotels, institutions, etc. *\$18.75*

**"3 in 1" Sausage Stuffer, Large-Fruit Presses**

No. 31 6-quart capacity  
*Retail Price \$32.50*

No. 35 8-quart capacity  
*Retail Price \$34.50*



**THE ENTERPRISE MFG. CO. OF PA.**

3rd and Dauphin Streets  
Philadelphia, Pa.



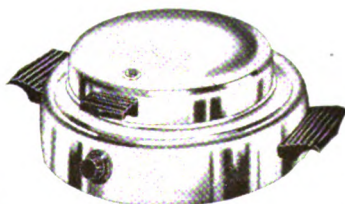
# For Your Most Profitable Christmas!



Better-than-ever Dominion appliances will give you better-than-ever Christmas business. Just think over this important fact: Dominion appliances rank with the best, yet sell for less!

Your customers will admire their beauty and built-in quality. They'll be amazed at their lower prices. That's a selling combination that you can't beat. For a big-profit season, sell Dominion appliances.

*Available through reputable distributors across the nation.*



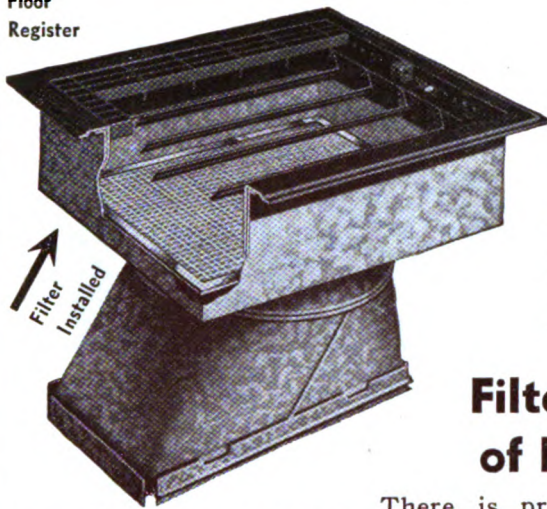
DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO

HARDWARE AGE, NOVEMBER 2, 1950

Digitized by Google



Floor  
Register



# Health Flo Register Filters

**Easy to Install—Easy to Clean**

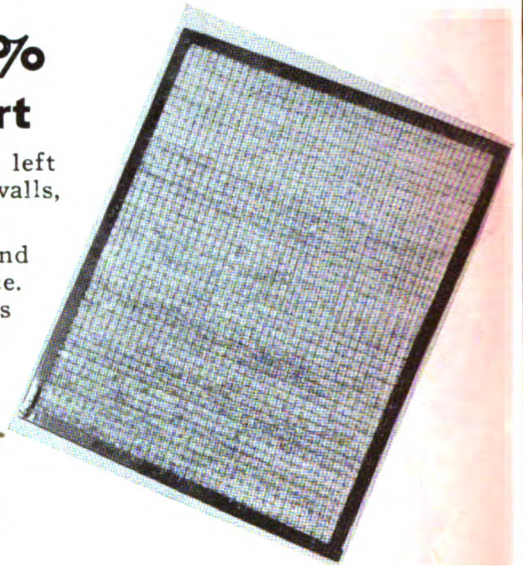
Sales start as soon as you display these filters which are easily installed in any hot air floor or wall registers. Housewives want them because they save hours of house cleaning work. They fit right over the warm air pipe directly under the register. They provide an even heat flow and actually—

## Filter Out 90% of Furnace Dirt

There is practically no dirt left from the warm air entering the room to soil and damage walls, curtains, floors and furniture. They do not retard the heat.

"Health Flo" Register Filters are fireproof, easy to clean and made of all metal construction to give long years of service. They fit all types of wall registers, floor registers and registers upstairs. Low in price and easy to sell. Packed in bundles of 12, also in boxes of 12.

Write for trade prices and our special offer to dealers who buy a gross and advertise them in their local paper.



**The Modern Metal Products Co. Inc.**

169-179 Clinton St. S.W., Warren, Ohio



**JOBBERS ... DEALERS ...  
Installation Men all agree ...**

**NATIONAL GUARD  
PACKAGED  
Weatherstrip is BEST**

Every package includes installation instructions, nails, screws and necessary punched and corrugated spring bronze for one standard size door. Tools necessary to apply are Hammer, Screwdriver and Tin Snips.

Ask your distributor how NATIONAL GUARD Packaged Door & Window Metal Weatherstrip can make more money for you.

National Guard Products Inc., 540 Jackson Ave., Memphis 5, Tenn.



**STOVE  
PADS**

**"The Complete Line" that SELLS!**

**CHROMIUM**



NU-TOP CHROMIUM plated stove pads are proven profit makers that are tops in consumer popularity. They feature asbestos backing, exclusive NU-ROUND mar-proof corners and a long-lasting triple-plated finish. Available in a variety of popular sizes.

**Exclusive!**

For the first time a one-piece rounded corner that is guaranteed not to mar, scratch or cut any surface.



**THE METALOID COMPANY**

5815 KINSMAN ROAD

CLEVELAND, OHIO

In Canada: 3 Wellington Street, Toronto, Ontario



# This Pair IS HARD TO BEAT!



WASHINGTON FRUGAL Vented Radiant Heater—Two Sizes with Draft Diverter, Extra Radiation Chamber, Mahogany Porcelain Enamel Finish and Pyrex Glass Front.



WASHINGTON FRUGAL Vented Heater—Three Sizes with Draft Diverter, Extra Radiation Chamber, Mahogany Porcelain Enamel Finish.

## WASHINGTON FRUGAL GAS HEATERS

Yes, when you handle the WASHINGTON FRUGAL line of Gas Heaters you have a combination that's hard to beat—more satisfied customers and greater profits. The low fuel consumption, trouble free performance and attractive appearance means greater BUY-Appeal. If you are interested in increased heater sales phone our nearest distributor or mail the coupon at right.

Gray & Dudley Company, Dept. HA  
Nashville 3, Tennessee

Gentlemen:

Please send me information regarding:

- ☐ Washington Frugal Gas Heaters  
☐ Washington Frugal Oil Heaters

Name \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

GRAY & DUDLEY COMPANY, NASHVILLE, TENNESSEE ESTABLISHED 1862





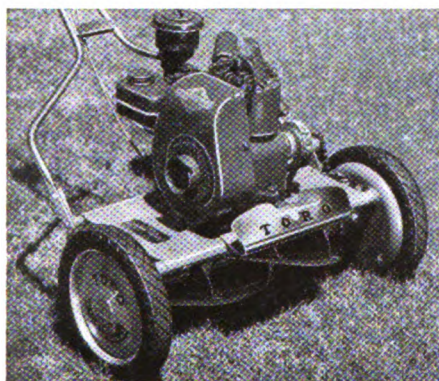
# NEW TORO POWER MOWERS WITH "SELF-SELLING" TAGS!

**Presenting 7 great new Toro models for '51 . . . plus a great new selling aid to boost your power mower business!**

Again a complete line of Toro Power Mowers to meet every customer's need . . . America's most complete line, built by mowing machinery specialists with over 30 years' experience at making the finest grass cutting equipment for homes, for parks, for the nation's best known championship golf courses . . . all backed by a speedy, convenient coast-to-coast dealer service set-up that's unique in the industry!

And this year Toro's popular models *sell themselves* for you! New "Self-Selling" Tags attached to mowers at the factory give complete information on mechanical details, cutting-capacity, everything the customer wants to know. The prospect finds the whole sales story *on the mower*, not hidden away in the pages of a catalog. It's a Toro exclusive to save you time and work. Ask your nearby Toro Distributor about it right away!

**NEW 21" TORO SPORTLAWN** with "Self-Selling" Tags in place, just as it appears on your sales floor. Ideal for average lawns. 1½ h.p. engine. Ball-bearing mounted reel. Blades of tempered Disston tool steel. Fingertip controls. Extra-wide tires.



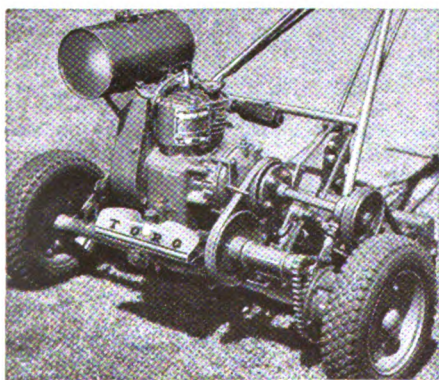
**18" TORO SPORTLAWN.** Gives you most of the larger Sportlawn's famous quality features at lower price. Rugged, dependable, quick starting, with ample power from 1 h.p., 4-cycle engine.



**18" WHIRLWIND.** Rotary-blade mower that's the talk of the industry! Clips any growth to carpet smoothness . . . cuts right up to walls, obstructions. 1½ h.p. engine. Folding handle.



**22" WHIRLWIND.** "Suction-lift" action of single spinning blade chops weeds and grass clippings to fine mulch. 2.5 h.p. engine. All steel. Top seller for all-purpose mowing on any terrain.



**27" TORO STARLAWN.** Heavy-duty, high-capacity model for big cutting jobs. Finest precision construction. 2.5 h.p. engine. Independent reel and traction controls. Smooth-cut floating axle.



**36" TORO ZIPPER.** Powerful sickle-bar mower . . . clips through weeds and tall growth faster than 5 men with hand scythes! Cuts close to obstacles. All steel. Self propelled with 1½ h.p. engine.



**SIGN OF SERVICE.** See all these new 1951 Toro models in action at your nearest Toro Distributor's. Or write for facts: Toro Manufacturing Corp., 3002A Snelling Avenue, Minneapolis 6, Minn.



# "Swan's DISPLAY MERCHANDISER HAS MORE THAN DOUBLED MY GARDEN HOSE SALES!"

*says* Joseph C. K. Taylor  
*of* WILDWOOD, NEW JERSEY

Mr. Taylor's statement is typical of what thousands of hardware dealers who sell Swan Garden Hose are saying.

For example:

"We have Swan Display Merchandisers in both our stores. They're doing a fine selling job."\*

"The Swan Display Merchandiser has sold a lot of extra hose for us."\*

"We are greatly pleased with the Display Merchandiser and our *Swan Sales!*"\*

"Your Display Merchandiser is really wonderful. A much needed item in every hardware store."\*

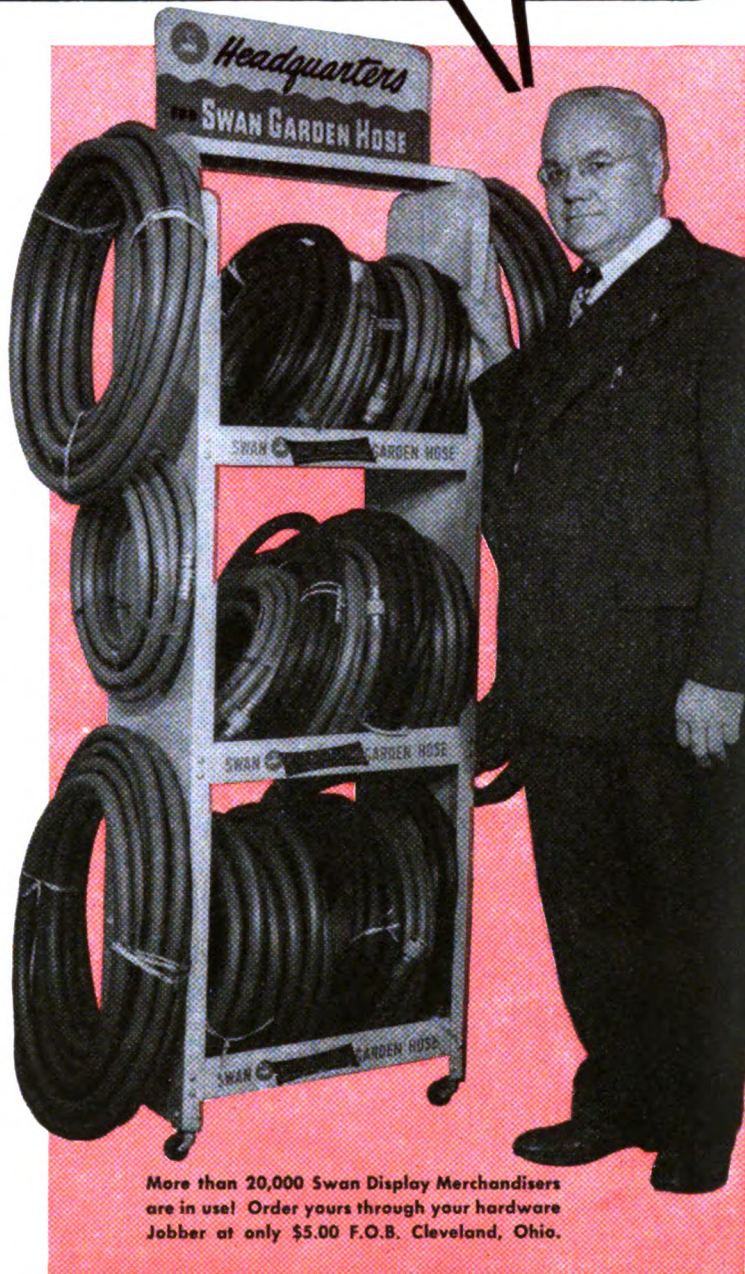
"I have done a good business on hose, since I sell only Swan."\*

"Swan Hose *is really* selling. Thanks for the Display Merchandiser."\*

Swan's Display Merchandiser is only one of the many reasons why the vast majority of hardware merchants now sell Swan Garden Hose!

Swan's entire garden hose program is "*tailor made*" for the hardware trade! Swan basic garden hose designs are *right*. Swan has the *right* sizes, the *right* colors. Swan Hose is "time guaranteed", and nationally advertised! Swan Hose is priced right, sells fast in large volume, and yields a handsome profit!

Call your hardware Jobber today for full details on the Swan 1951 Garden Hose Program.



More than 20,000 Swan Display Merchandisers are in use! Order yours through your hardware Jobber at only \$5.00 F.O.B. Cleveland, Ohio.

\* Names and addresses of hardware merchants making these statements furnished on request.



## SWAN RUBBER COMPANY

BUCYRUS, OHIO

*World's Largest Manufacturer of Garden Hose*





All over town—

**YOUR TOWN...**

home-owners are thinking  
**"IT'S TIME TO WEATHER STRIP"**



**NOW** is the time for you  
 to prominently display

# INNER-SEAL

*Live Rubber* Weather Stripping



**HERE'S HOW TO MERCHANDISE THIS  
 HIGH-QUALITY, FAST-SELLING PRODUCT**

Get complete details from your jobber or  
 write direct!

**BRIDGEPORT FABRICS, INC.**  
 Bridgeport 1, Connecticut. Est. 1837



Set up this beautiful  
 sales-making display stand-  
 dispenser on the counter  
 near your cash register!



Tack folder-dispensing  
 envelope on door-jamb at  
 eye level. Also keep folders  
 handy on your counter!



Display this attractive  
 poster on your window, on  
 your door, on the front of  
 your counter!



Make an eye-catching  
 display of Inner-Seal's new  
 weather strip cushion for  
 overhead garage doors.  
 Fast selling, easy to stack!



Your customers have  
 seen Inner-Seal ads in their  
 favorite magazines. Remind  
 them to buy Inner-Seal!



# Tell your customers **"It's Cyclone"**

● Extensive advertising and over a half a century of service have made your customers well acquainted with the Cyclone name. When you show them hardware products that carry the familiar Cyclone "Red Tag" label, a big part of your selling job is done.

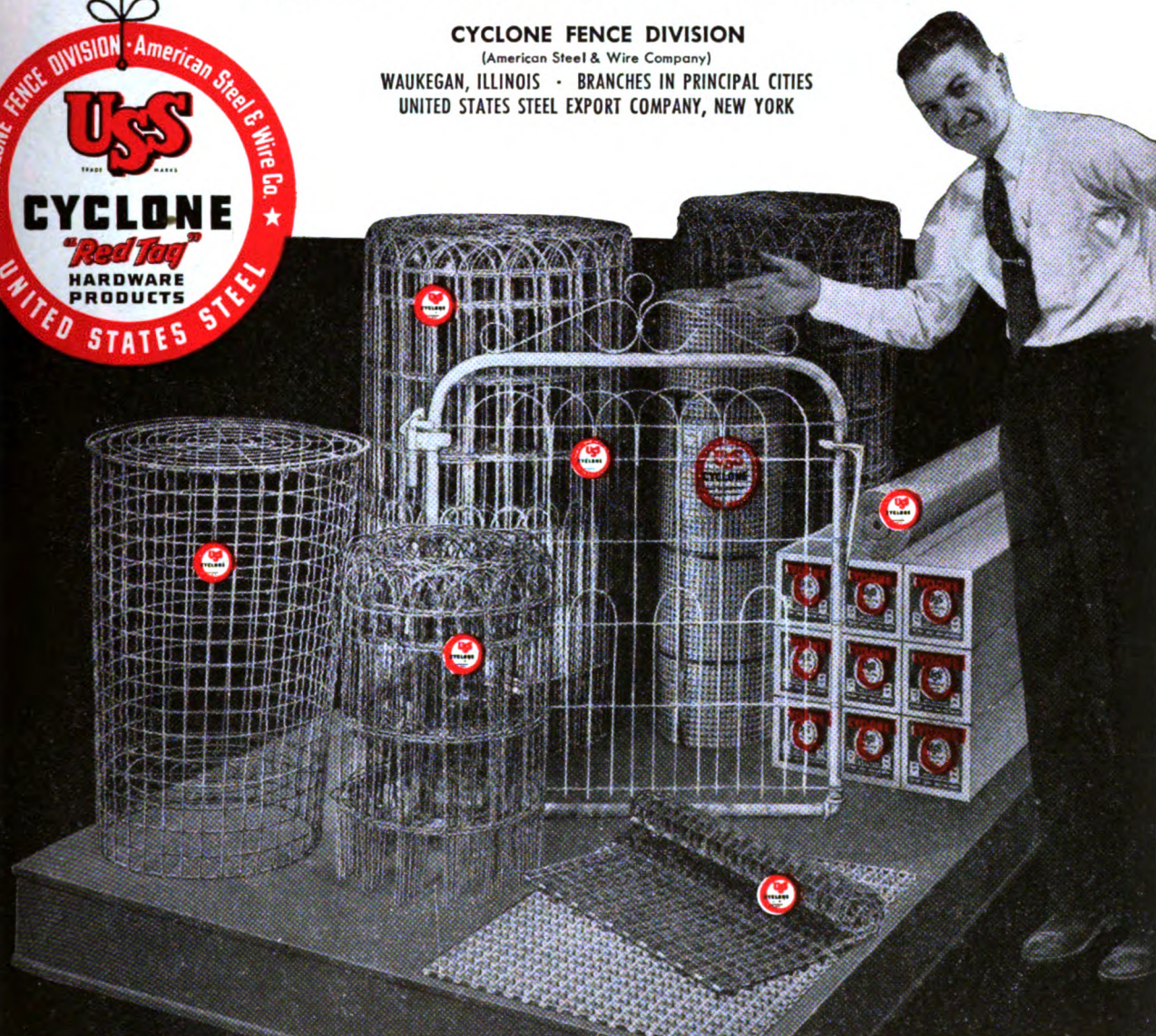
You'll find it will pay you to display and push the complete line of Cyclone "Red Tag" Hardware Products — Lawn Fence and Gates, Hardware Cloth, Insect Wire Screening, Catch-All Baskets, Flower Bed Border and Flexible Steel Mats.

Order your requirements from your jobber NOW. He'll do everything possible to see that you get your share of available supplies.

## CYCLONE FENCE DIVISION

(American Steel & Wire Company)

WAUKEGAN, ILLINOIS • BRANCHES IN PRINCIPAL CITIES  
UNITED STATES STEEL EXPORT COMPANY, NEW YORK



## CYCLONE **"Red Tag"** HARDWARE PRODUCTS

LAWN FENCE • GATES • HARDWARE CLOTH • INSECT WIRE SCREENING • CATCH-ALL BASKETS • FLEXIBLE STEEL MATS

UNITED STATES STEEL





No. 2883



No. P75



Keyless 436 Sesamee

### THREE PREEMINENT PADLOCKS THAT SATISFY PUBLIC DEMAND

The 2883 extruded brass padlock with pin tumbler mechanism is the world's finest. No. P75 die cast padlock with a new non-scratchable enamel finish is a popular priced rugged all purpose padlock unequalled in its price class.

Keyless 436 Sesamee — a personal padlock of forged brass with 10,000 possible combinations which can be changed by user.

Stock all three to meet every request for a good padlock.



**CORBIN CABINET LOCK DIVISION**  
**AMERICAN HARDWARE CORP. NEW BRITAIN, CONN.**



# 3 Sizes—

# 3 Qualities—



## Keynote Selling Plan

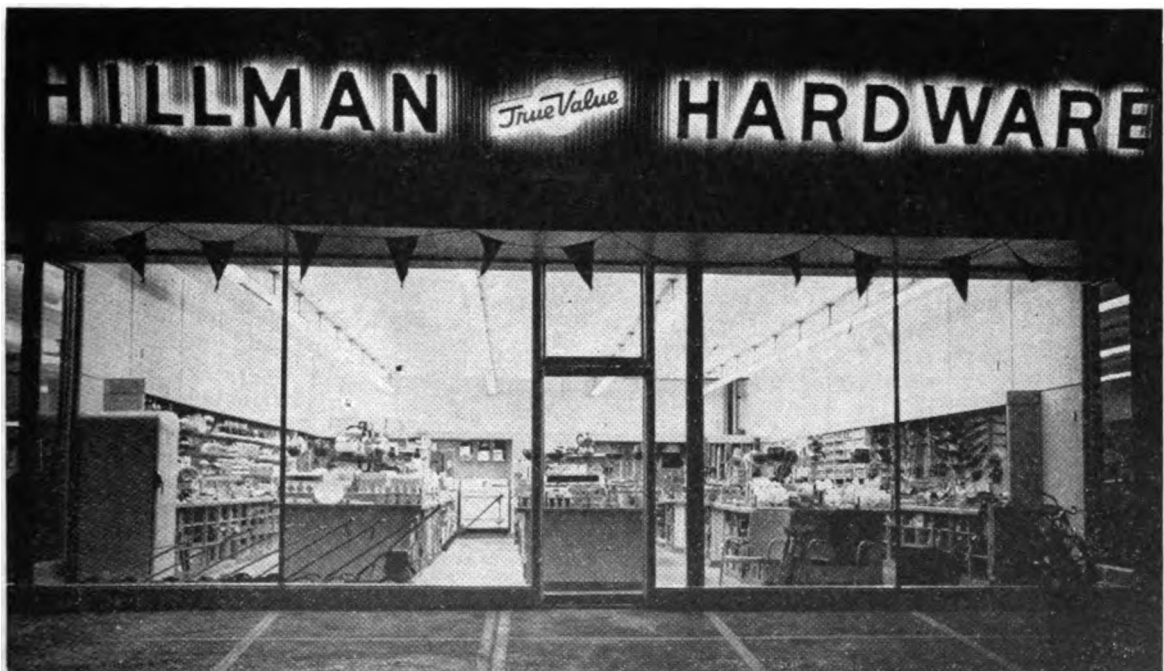
*A simple "three point" merchandising program used by this shopping center store served to boost turnover and reduce inventory size. Mail order catalog supplements store stock.*

**B**ALANCED inventory—custom tailored merchandising, both revolving around a simple "rule of three" is the business building technique of William Hillman. It enables him to limit his inventory, increase his turnover by making it easy for customers to buy.

He reasons that "after all there are only three grades of

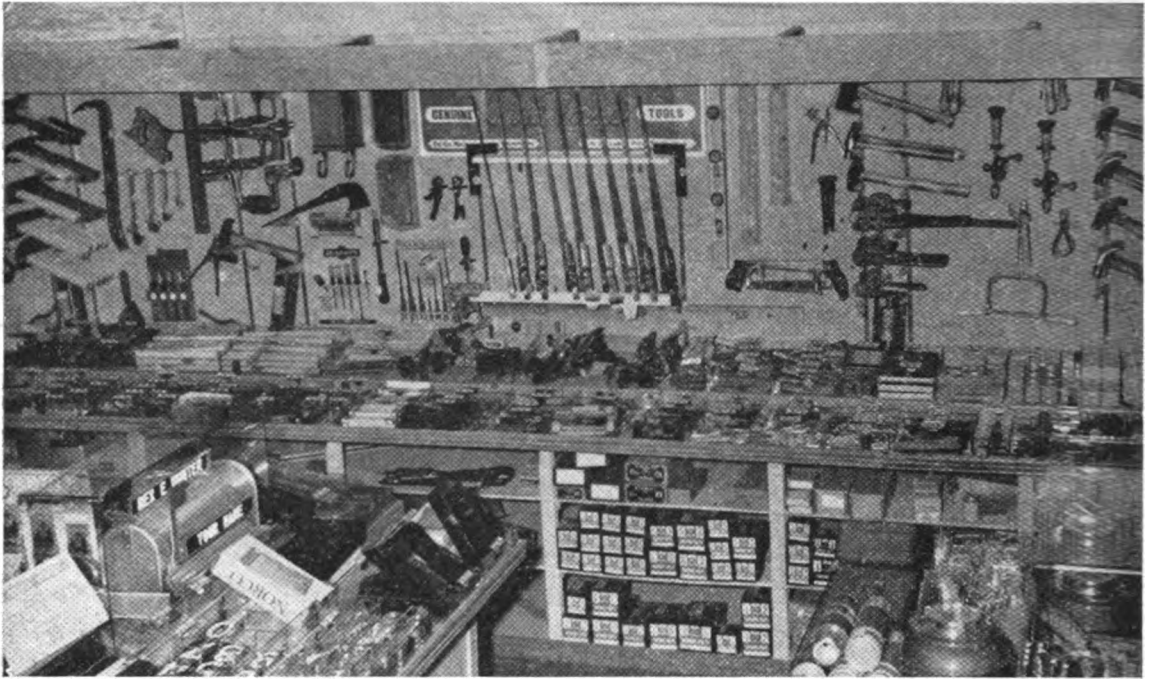
merchandise—low, medium, and high-priced. There are also only three basic sizes—small, medium and large." So throughout the Hillman's Hardware stock there are found three grades of merchandise and three sizes from which 90 to 95 pct of the customers can be sold. And for those who want an item not in stock, there's Mr. Hillman's mail order catalog service.

Though the Hillman Hardware marks his first venture into operating his own business, his reasoning is based on years of hardware experience. Prior to opening his store in a new \$8,000,000 shopping center in Roeland Park, a suburban development of Kansas City, Mo., he was with Hibbard, Spencer, Bartlett & Co. for 15 years. The last eight years were spent as



View of the Hillman Hardware in the Roeland Park shopping center of Kansas City. William Hillman designed his store and was selected from 60 applicants to lease the premises for a hardware store.





All displays at the Hillman Hardware were built according to Mr. Hillman's specifications.

field manager of the company's dealer service in charge of installing hundreds of complete hardware stores and helping to plan many more. His own store represents the sum total of that experience.

Pinpointing his "rule of three" down to an actual line such as kitchenware, here is how Mr. Hillman explains it: "For those who want low-priced ware, I stock a good lightweight aluminum. In the medium-price bracket there's a nationally advertised line of heavy aluminum and for those who want the best there is stainless steel.

"In the utensils of each of these three lines I stock only small, medium, and large sizes, although it is possible to get several intermediate sizes. Of course, I could get a number of in-between grades of utensils, too, but by having only those I do stock, I not only keep my stock requirements at a minimum but I actually make it easier for the customer to make his choice. He can more easily see the difference in quality in the three grades, while if I were to offer him a dozen grades, confusion would result."

Mr. Hillman is of the opinion

that the small number of sales he may lose by this method would in no way compensate for the extra stock requirements which filling them would entail. However, the fact that a wanted item is not in stock is not necessarily a bar to its sale for he makes excellent use of his hardware catalog and places such items on special order.

The catalog is displayed prominently at a desk opposite the wrapping counter, with a sign saying: "Our Mail Order Catalog—If not in stock, we will order it for you if it's hardware." Order blanks are kept alongside the catalog and the order is written on the spot rather than on a want list.

The store's grouping of merchandise is not always in the conventional manner. Mr. Hillman believes in experimenting and splitting displays to create new and added customer interest.

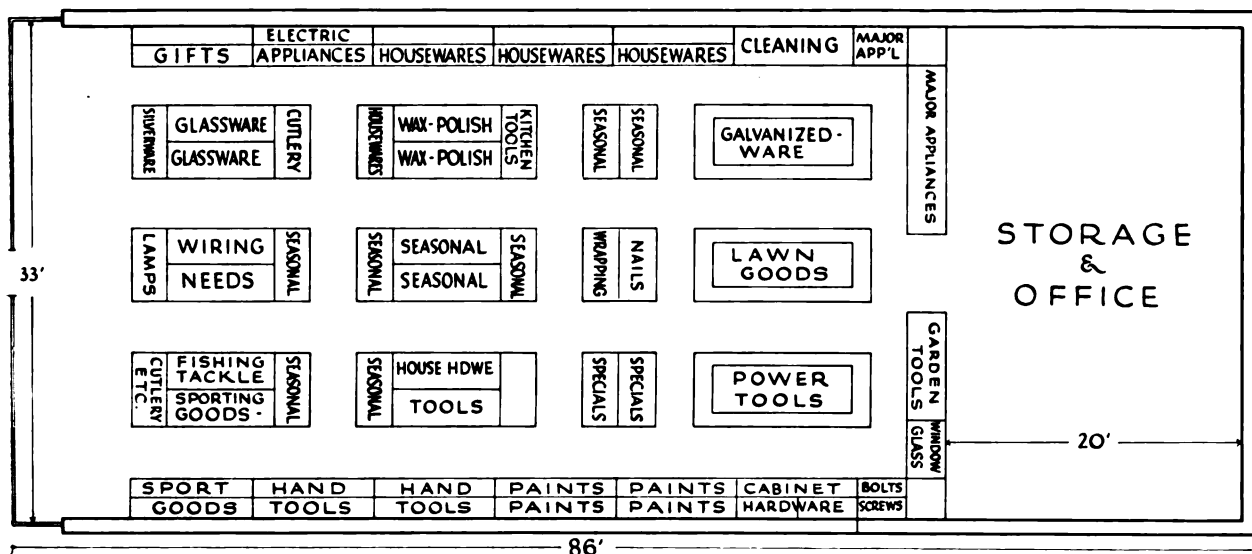
For instance, he felt that all the new home owners in his community should be vitally interested in space-savers for the home, so one of the front tables presents an extensive selection of such items. It has proved to be one of the most popular spots in the store.

Another display that attracts the interest of new home owners features house numbers and mail boxes. Another of small builders'



Roeland Park is a new community of 1,700 homes with several hundred new ones going up annually. This table of small household needs has a big appeal to new homeowners.





Free movement of traffic throughout the display room is encouraged by this layout.

hardware and household needs also brings in many customers.

In the hand tool department where vises customarily were displayed, not a vise sold. But, when vises were moved to the hobby section in another part of the store, several of them were bought almost immediately.

Similarly, women's roll tape which had not sold when displayed alongside other tapes and rules had soon to be reordered when displayed in the housewares section.

The physical appearance of the Hillman Hardware is also representative of its owner's long experience in planning stores for others. It, and the other stores in the Roeland Park shopping center, are all housed in a single, large modernistic building that covers an entire square block. Visibility and flexibility of interior display arrangements are at a maximum because in none of them is there a column or ceiling support other than the walls that form the sides and rear walls of the shops.

The building presents an enormous expanse of plate glass, for with the exception of a small service space on one side, it is glassed clear around. An ingenious use of plate glass dividers at the front of the shops enables one to look from one store into any of the other down the line.

A cantilevered canopy surrounding the building, protects

customers in any kind of weather. All shops are air conditioned.

The hardware store room is 33 ft wide by 86 ft long, a size, which, according to Mr. Hillman's experience, is one of the three ideal widths for hardware store layouts, the others being 25 and 40 ft, respectively.

Fixtures in the store consist of three rows of double tables with wide, straight aisles in be-

tween, and, of course, wall fixtures. They are built of plywood which was painted white, rubbed, shellacked, and varnished. For contrast, the background of some of the wall fixtures was finished in green. Continuous, double rows of fluorescent lighting strips, suspended from the ceiling, extend the full length of each aisle, thus providing daylight illumination at all hours.

## Tool Display Panels Do Double Duty



Panel tool displays at Hazer Hardware, 2012 Sherman Ave., North Bend, Ore. are removable. R. B. Hazer, owner, and Jack Davis, manager, had panels made this way to do double duty. Entire panels can be removed from shelf area and used in window displays. Plywood panels are held by four small bolts to under-door. Here Don Johnstone, of Hazer sales staff, demonstrates double duty tool display panels.





# Warner Opens New Shopping Center Store

*Carefully planned promotion effort draws 5000 people to opening of new branch store of Warner Hardware Co. in Minneapolis suburb. Here the Hardware Age camera takes you on a trip through this modern store.*





# W arners



The new store front. This store is the nucleus of a new shopping center and has a car park that accommodates 400 cars.

Below—Mass display techniques are illustrated in these two interior views. Color is a striking feature of this 7500 sq. ft. store, and marbelized inlaid linoleum simplifies floor maintenance and keeps dust to a minimum.



**Left—**

This large section of the store is devoted entirely to merchandise with a masculine appeal. Related lines are close at hand. All merchandise is accessible so that it can be handled and closely inspected. Goods are plainly price-marked to encourage self service.

A report on the behind-the-scenes planning that went into the opening of this new modern store is told on the following page.





# ...How Warner's Planned New Store Opening

*Executives of Warner Hardware Co. tell here the planning that went into the opening of the new store pictured on the preceding two pages. This 75-year-old Minneapolis company is planning to open other new shopping center stores in Richfield and St. Louis Park suburbs*

**LEON C. WARNER, President:**

"The training of good personnel was one of the most important factors that contributed to the great success of the opening. We had been planning for the event ever since work was started on the store last Spring."

**E. W. RHODES, Advertising Manager:**

"We began the opening day campaign two weeks in advance with a series of teaser ads in the Minneapolis *Star* and *Tribune*. These featured a slogan lifted from the name of Warner's new TV show, 'What's With Warners.' The first teasers said, 'What's With Warner's September 9th?' The second teaser ads revealed the fact that Warners was planning a grand opening the following Saturday. These teaser ads aroused a great deal of interest and prepared the public for the full-page announcement ad in the local weekly. This was followed by another full-page ad in the Friday evening Minneapolis *Star*. The hard-hitting newspaper campaign was supplemented by TV and radio. The week before the opening a saturation of radio spots was aired over the two local stations."

**CARL WILCKEN, Personnel Manager:**

"I acted as master-of-cere-

monies and passed out 300 orchids to the first women who entered the store. These were the first orchids many of these ladies had ever received and this resulted in a lot of good word-of-mouth publicity. We distributed balloons to the kiddies and yardsticks, carborundum stones, 6 in. steel rules and imprinted screwdrivers to the men. We gave imprinted a cuticle stick and emery board to every woman. The feature of the day was drawings for prizes. These drawings were held every hour on the hour, all day long. In addition, all customers were invited to register for a giant drawing at the end of the first week. At this time over \$500 in merchandise was given to the winners. Prizes included an electric roaster with built-in clock, electric handsaw, portable paint sprayer and kit, a 16-in. scroll saw, fireplace curtain, paint enough for a house exterior, an electric train, sand-



President Leon Warner makes a welcoming address to some of the 5,000 people who jammed the store during the opening day.

wich toaster and waffle mold, lawn spreader and automatic iron. The drawing was conducted by a well-known Minneapolis actor and star of the Warner TV show."

**RAY OHLSON, Branch Stores Supervisor:**

"We feel that we have one of the outstanding neighborhood hardware stores of the country. The one-story building was constructed of concrete blocks. Women customers, especially, were impressed by the pastel colors used in harmonious combinations throughout the store. Specially designed Minnesota association fixtures were installed."

**JOHN GORIUS, Merchandising Manager:**

"The fluorescent glare-proof light fixtures are the last word in store lighting and are designed to bring out the beauty of the merchandise."





Neat and frequently changed displays like this feature both portable and larger power tool units and make use of advertising material supplied by manufacturers.

# Are You Overlooking Power Tool Profits ?

*The extra volume and profits offered by power tools and accessories for home and business use are a "natural" for hardware dealers. Here's how Little River Hardware Co. does it*

**T**HERE is real cash register music—added profits too—in the merchandising of power tools for the hardware dealer who will study his potential market for them.

That's the experience of the Little River Hardware Co., 7811 N.E. 2nd Ave., Little River, Fla. a northern suburb of Miami. Store and window displays, demonstrations, direct mail pieces, spot radio commercials and newspaper advertising help take the firm's power tool story far and wide, making it possible for the firm to do a worthwhile sales job on these lines and accessories at the Indian River store and in two other units, one in Miami's southwest section, the other in Hollywood, Fla.

Basically, Indian River Hard-

ware divides its potential power tool market into two classifications—industrial and hobby or recreation groupings—and works on those groups.

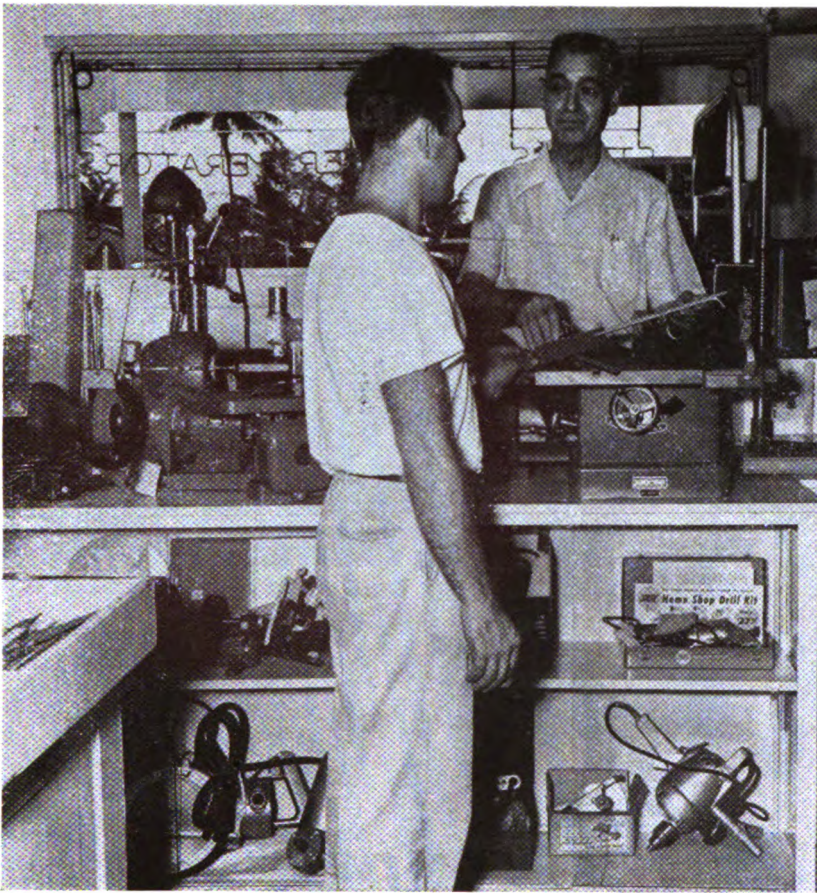
Miami, being the home of many retired people, is a particularly good market for power tools for the man who likes to do his own repairs, make furniture and even for those who make wooden items for sale or gift purposes. With the county school system having a vocational high school and 22 junior high schools, many boys and young men are being trained in the use of power tool equipment, thus interesting them in ownership of such equip-

ment at a later time. All of this adds to the potential market for sales in the future.

Power tool sales lead to a wide variety of accessories needs as well as sales of hand tools, paint, abrasives, fasteners of all types, cabinet hardware. Customers attracted to the stores for these lines are also exposed to numerous other types of goods having no relation to power tool sales activities.

When it comes to non-home users, the firm's potential market includes: cabinet makers, small factories, maintenance men for schools, factories, etc., carpenters, department store display





M. E. Ozee, right, explains some of the finer points of selling power tools to George Wadas, one of the company's salesmen.

four home power tools will form the nucleus of a good home workshop: a table or bench saw, drill press, band saw and lathe.

These tools are offered in various sizes and price ranges. Prices, earlier this year, ranged from \$40.00 up to several hundred dollars for a 7 in. bench saw. Units having a saw of larger diameter sold at prices up to several hundred dollars.

Drill presses ranged in price from \$45.00 to over \$100.00, when provided with the various attachments to expand the usefulness of those tools. Twelve inch bandsaws sold for \$80.00, the larger sizes being priced up to \$150.00. Lathes with a 9 in. swing and a 30 in. bed, were priced at \$40.00. Larger-sized units sold at prices up to several hundred dollars.

These prices did not include motors, which were priced, earlier this year, at \$20.00 to \$40.00 and up, depending on size. While motors may be transferred from one unit to another, the firm discourages this practice and recommends that a separate motor be purchased for each unit, with the work to be done by the unit determining the size of the motor.

men, shipping departments, small boat builders, advertising display shops, automotive repair shops and a wide variety of other markets.

Among the interesting customers for power tool equipment was a local barber, who began by buying a modest amount of power tool equipment and continued to expand his purchases until he had acquired \$3,000 worth of major equipment and accessories. Deciding to remodel his barber shop and its fixtures, he carried out his project with his own power-tool equipment.

In some instances, customers of Little River Hardware Co. have, with the aid of accessories purchased from the store done most of the mill work necessary for the construction of a two bedroom house. According to T. W. Hargrove, vice-president of the corporation and assistant manager of the Little River store, a line of home power tools may be offered with an investment of not more than \$2 000 as an initial stock. The firm, of which M. E. Ozee, is president, emphasizes to its prospects that



Using an oily cloth as a rust preventive, T. W. Hargrove stresses the need for keeping polished surfaces of power tools in the interior display bright and shiny.



If a dealer intends to make a success of selling home power tools, both he and his sales personnel will have to familiarize themselves with them and be able to demonstrate their use. To this end, Little River Hardware conducts two "schooling sessions" per month, as a regular part of its store routine. These sessions are held on the 2nd and 4th Tuesday evenings, of each month, and all sales personnel are expected to attend.

Although all sales personnel are expected to be able to discuss power tools with prospective customers, and to demonstrate their use, the firm has one floor salesman who has made a special study of them. This specialist has been assigned the duty of setting up power tools for interior displays, which are consistently arranged as a regular part of the firm's promotional plans for home power tools. This also holds true for window displays.

Direct-mail advertising has been successfully used on power tools. The firm has a mailing list of 5000 names of community people compiled by the Little River Businessmen's Club. Added to this list are names taken from the firm's own records. For a while, the firm prepared its own mailing pieces but lately it has discontinued this plan in favor of factory-prepared literature, which seems to be producing excellent results according to Mr. Hargrove.

Although the firm does not use newspaper space to any great degree as a publicity medium for home power tool promotion, it has used radio spot commercials, which have sizable listening-appeal. However, locally, the constantly increasing number of outlets makes it difficult to choose one that will assure a maximum amount of listening coverage.

In Greater Miami, there are now, at least 4 major broadcasting stations having national hook-ups, and 6 minor stations, depending largely on recorded music and on-the-spot local sports events. In addition, there is one TV broadcasting station. However, Mr. Hargrove reports good sales results from his firm's radio advertising.

A spot commercial, for Father's Day, written by a member of the store staff and broadcast

(Continued on page 74)

## How the Power Tool Business Looks to Others—

*The following article is reprinted from Printers Ink, Oct. 13, 1950*

New York — Dad's spending more time in his home workshop, and the home tool industry is delighted.

The man next door is using powered saws and planes and sanders at a record high, and the saturation point seems nowhere in sight. As one exhibitor at the National Hardware Show put it: "Any guy who owns a hammer is a prospect for an electric drill."

Ever since the end of World War II the demand for power tools in the home has risen beyond all expectations. Large industrial tool producers are in the act of cleaning up on what started merely as a sideline.

Outlets are expanding all over the lot. The neighborhood hardware stores are picking up more profits on the items every year. Latest development in the field is sales outlets in department stores, furniture stores and even jewelry stores.

Sales and advertising have jumped together, and unless the international situation interferes, 1951 should be even bigger in both those departments than the records for this year. Reliable trade estimates put total retail sales of home tools this year at \$60,000,000 with the value at manufacturer level set at \$33,000,000. The optimistic manufacturers point out that this compares with retail sales of \$40,000,000 and manufacturer sales of \$22,400,000 last year. Only 7 pct of this large increase in sales this year over last is the result of price increases.

Last year national advertising in the field came to approximately \$1,500,000, will probably hit close to \$2,500,000 this year. Counting local advertising, trade, direct mail, point-of-sale and trade display, promotion for home tools will be a great deal more than the \$2,500,000 figure. For example, Black & Decker Mfg., Towson, Md., expects to spend \$500,000 this year for its advertising and promotion, a 7½ pct increase over last year's budget. Of that amount 52 pct will go for national and trade advertising, the rest for direct mail, point-of-sale and other promotions. Sales for Black & Decker

this year are 20 pct ahead of last year, according to E. E. Randle, assistant to the vice-president in charge of sales.

Another major company enjoying top advertising budgets and sales is Skilsaw, Inc., Chicago, which has been an industrial tool maker for 27 years and a big-seller in the home tool field for only the past two years. The company started in its new venture with a minimum advertising budget of a few thousand dollars, will spend high in the six figures for national media alone this year. Next year, Skilsaw will increase its advertising budget 50 pct over this year.

### A Familiar Story

The story is a familiar one to all the big producers. Stanley Electric Tool division of Stanley Works, New Britain, says its sales this year are way ahead of last year's. The company has about all it can do to take care of all orders. On many items it is two months behind schedule, which wasn't the case last year, according to E. W. Ellsworth, assistant sales manager. The company's advertising was heavier this year than last and will be even heavier in 1951. The bulk of the company's promotion is national advertising. This year Stanley is extending its advertising program into Canada.

But the home tool bonanza is certainly not limited to the big boys. The smaller manufacturers are making their bid. Fairchild Industries, Inc., Burlington, Vt., has been selling a line of home tools for three years. Its sales have been healthy, but the company has never done any national advertising. This year it's taking the step and will spend about \$50,000 in a national program. Shopmaster, Inc., Minneapolis, is another case in point. The relatively small company has been in business for five years. Sales this year are anywhere from 10 to 15 pct ahead of last year, and with production at a peak the company has more orders on hand than it has ever had. Advertising has gone up with sales.—N. K.





Always brilliantly lighted, the entire store is put on view. Display fixtures are an adaptation of the grocery store gondola fixtures.

## Moved Across the Street—

*A move across the street to a modern new store brought two advantages that jumped store traffic and sales. The new store attracts more people and new displays sell more*



**A** MOVE to the other side of the street is paying dividends; 25 pct more floor traffic and sales for the Crow Hardware, Edmonds, Wash. That increase, according to J. W. Crow, owner, is a conservative estimate.

The new store, the culmination of over 20 years of success-

This visual glass front makes it possible for shoppers to see back to the rear of the store.





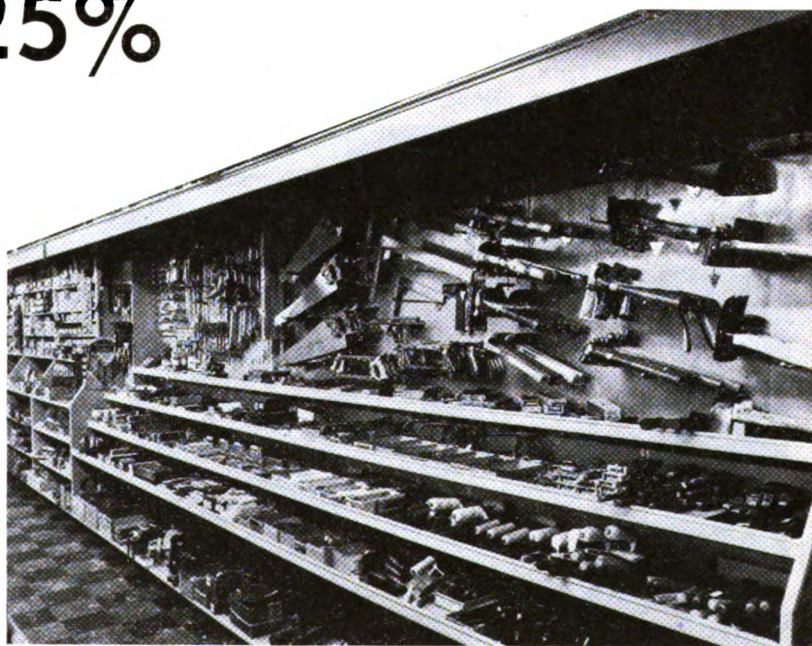
Staff of the Crow Hardware in the sporting goods department. Left to right: Bob Sorenson, Howard Kerr, Dave Crow, and his father, Bill Crow.

## Sales Up 25%

ful hardware merchandising, was built after Mr. Crow had surveyed some of the most modern hardware stores in various West Coast cities. It represents adaptations of the best features he found.

Consequently, the new Crow Hardware, located directly across the street from the old building, provides a two-fold advantage not previously present. First, it brings more people inside where they can see the merchandise. Second, it sells more merchandise to shoppers whom it attracts.

Most striking single feature of the store is its attractive visual front. Of floor-to-ceiling plate glass, it is constructed in the shape of a "V" with the entrance the apex. This provides a covered area from which shop-



A section of the tool department along one of the walls.

pers can view the window displays and look into the store. And also because the arcade is protected from the weather it can be used for outdoor display

of such merchandise as lawn mowers, garden tools etc.

Displays in the backless windows are purposely low in height so as not to interfere with the





Mr. Crow believes that 75 pct of his volume come from women. Hence this attractive housewares department.

shopper's view through to the entire store. The store area, furthermore, is always brilliantly lighted.

Island fixtures closely resemble those of grocery store gondolas. This innovation was suggested to Mr. Crow in a story in *HARDWARE AGE* about Lincoln Hardware in Tacoma, Wash.

There are three rows of display islands, separated by 48-in. aisles. This is sufficient to permit two people to pass one another without crowding. The islands are built low enough so

that merchandise on the top shelves is still well below eye level, providing good over-all visibility and encouraging the flow of traffic to all parts of the store.

Floor space in the new building is approximately double that of the old one. The new sales area has 32 by 70 ft of floor display plus a 32 by 40 ft stockroom in the rear.

A full concrete basement, with a drive-in delivery entrance, provides additional stockroom area. The saving in time and labor

thus gained is considerable. Mr. Crow estimates that in the old location he and his employees had to make 100 or more trips a day to the basement for replacement stock.

Now, all small items, and those for which the calls are most frequent, are kept in the main floor stockroom. A special basement display room to make fuller use of part of that space is contemplated for the future.

The effectiveness of modern display facilities is demonstrated by the speed with which the firm was able to dispose of a number of clothes hampers brought over from the old store. While still there, Mr. Crow had reduced the price to a figure which should have made them an exceptionally attractive buy. Due to inadequate display facilities, however, they still did not move and at the time of opening the new store there were still a quantity left which had been in stock for more than a year.

As an experiment, these hampers were placed in a prominent spot just back of the display windows in the new store. The same price signs were left on the merchandise. Then, simply because of the better display opportunity, the entire stock was cleared out in three days' time.

A further reason for Mr.

*(Continued on page 77)*



Behind the rear partition is a 32 by 40-ft stockroom where small items of merchandise are stored.



# Withholding Tax Simplified

***Here are some common questions about the quarterly withholding tax returns that hardware dealers frequently ask their accountants and attorneys. Authoritative answers are given for each query.***

[illegible]

This simple form, which you can have your local printer make up for you, can be used to keep your records straight on gross wages, Social Security number, withholding tax, state and Federal Social Security deductions, and net take-home pay.

**W**HEN hardware dealers think of income tax returns, they tend to think of the single return that must be turned in to the Collector of Internal Revenue on March 15. Actually, however, every dealer who has an employee force—even if it consists of a single assistant—must file a tax return with Uncle Sam each three months.

Sometimes, knotty questions arise. Must I deduct from Joe's wages? How much? Must I make deposits monthly, or may I make a single remittance quarterly? What reports must I give the employee?

**Q. Which employees are subject to the tax?**

A. All of them. Here is what the Treasury has to say on the subject of just what constitutes an employee for tax-deduction purposes: "An employee is any individual who performs services subject to control by an employer, both as to what services shall be performed and as to how they shall be performed. It does not matter that the employer permits the employee considerable freedom of action, so long as the employer has the legal right to control both the method and the result of the service."



“While not always applicable, some of the usual characteristics of an employee are that the employer has the right to discharge him, and that the employer furnishes the tools and materials and a place in which to work.”

**Q. How about my own wages? I own the business, but pay myself a salary. Must I deduct tax from my own pay?**

A. No. In fact, you can't. Your tax must be paid quarterly. The owner of a hardware store (or any self-employed person) makes out an estimation of income tax for the year ahead on March 15. He pays one-fourth of this on the barrel head with the estimation. Then another fourth is paid on June 15, another on Sept. 15, and the last on Jan. 15. If he miscalculates, he can amend the return on any of those dates to bring it in line with his actual earnings.

As to withholding, the Treasury Department says this:

"In general, persons who are in business for themselves are not employees. For example, physicians, dentists, *hardware dealers*, veterinarians, public



stenographers, contractors, etc."

*Q. I paid Joe Jones a month's salary in advance when I had to let him go. Is that taxable?*

A. It very definitely is. The Treasury says that the definition of an employer "includes any person or organization paying wages to a former employee after termination of the employment."

*Q. How about my assistant? He is an executive, not an ordinary employee.*

A. As long as he is not a partner, his wages are taxable. Uncle Sam's Collectors of Internal Revenue note that:

"No distinction is made between classes and grades of employees. Managers and other administrative and executive personnel are employees. An officer of a corporation is an employee of the corporation, although a director is not, unless he performs services for the corporation other than attendance at and participation in meetings of the board of directors."

*Q. How can I compute the amount of income tax to withhold and turn in?*

A. You don't have to bother. The Treasury has done the computing for you. Tables may be obtained for the asking from the office of any Collector of Internal Revenue.

All you have to know is the number of exemptions your employee claims. This information, along with his social security number, should be listed on his W-4 form. Copies of these can be had from the local Collector of Internal Revenue.

Armed with the facts in regard to personal exemptions (number of dependents), you spot the amount of the salary in the first column. Then you pick the vertical column with a number corresponding to the number of exemptions. Where the salary column extends horizontally to meet the vertical exemption column you find the withholding tax figure. It's that simple.

*Q. What about a man who works independently, contracting the work on a set pay-for-results basis?*

A. Generally speaking, his pay does not have to be taxed by you. But that depends. Here, the definition of employee given by the Treasury is a good way to

decide whether or not he fits the payroll classification. If there is any doubt, a call to the office of the local Collector of Internal Revenue will bring a fair, authoritative ruling based upon the individual facts of the case.

*Q. What happens when I pay a man a set salary, plus overtime, bonus or commission? How do I figure his tax then?*

A. Just lump his salary and other compensation together, and look up the table tax rate on the total amount. For example, if Joe Jones' regular salary for the half-month was \$200, and he was given a special \$100 bonus, his employer would then look up the amount of tax for a \$300 pay check when a man has two exemptions, as Jones had, and deduct \$38 from Jones' take-home pay.

*Q. How much should I withhold for Social Security?*

A. The Federal portion is called FICA contribution. FICA stands for Federal Insurance Contributions Act. You take out 1½ pct of each employee's wage. You match this amount. On the quarterly return, you must send in 3 pct of the gross wage. Half of that has already been withheld during successive paydays.

The rest comes out of your pocket.

Many hardware dealers also have to make quarterly returns of state Social Security. This goes for unemployment insurance. How much is to be withheld, and whether you are liable for the tax at all, depends upon the state statute.

*Q. Must I furnish the employee's social security number every time I turn in a form?*

A. Yes. Not only must his number be shown, but your identification number as well. If you have no employer's identification number, apply to the nearest Social Security Administration office, or to a Collector of Internal Revenue.

It is worth remembering that "an employer who has purchased or otherwise acquired the business of another employer must not use the number assigned to the other employer."

If questions arise about either income taxes or social security withholdings, the numbers of both employer and employee must be given in corresponding with Government agencies to straighten out the difficulty.

*Q. Do I give my employees a*

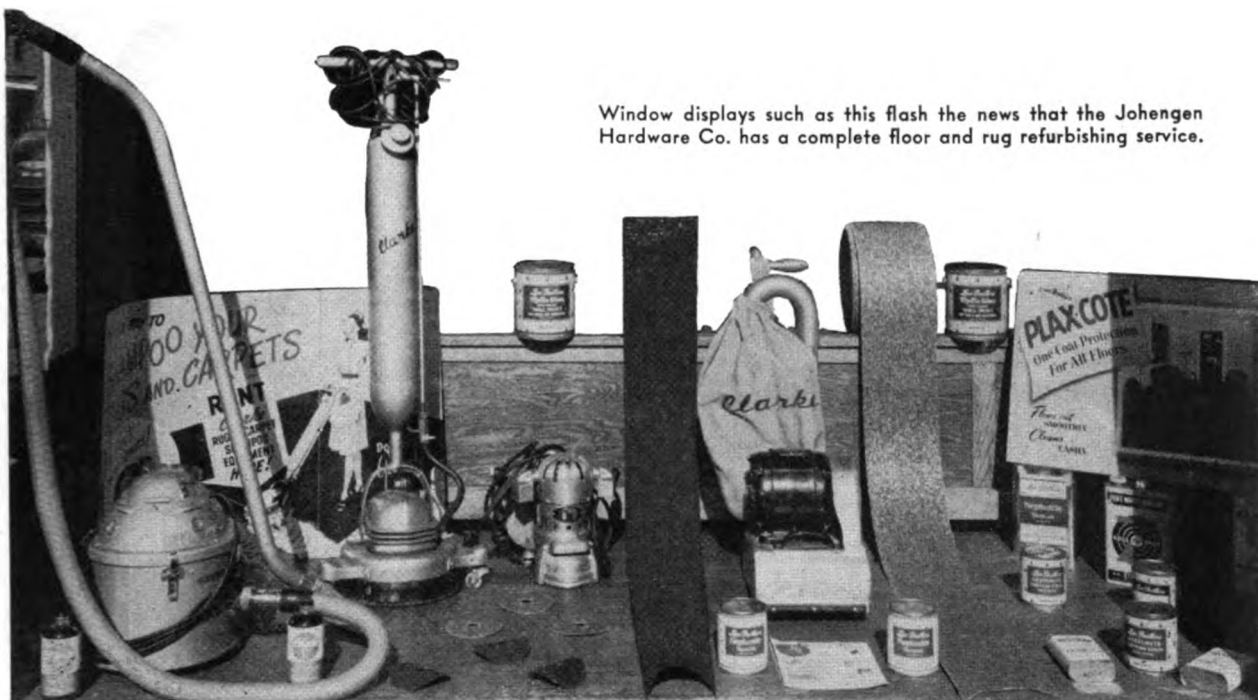
(Continued on page 76)

## Florida Christmas Windows Had Real Yuletide Touch



Railey-Milam Stores, Inc., Miami, Fla., arranged this double window in its Flagler St. store to stimulate Christmas gift buying from the store's stock. The left section was beamed at promoting the sale of golf clubs and accessories. The background was of green foil. A plaster mask of Santa on an apple green disc, with a border of shiny silver foil, pointed up the seasonal gift-buying motif and the shine of the foil served as an eye catcher. The floor was of white cotton sprinkled with simulated snow. The section at the right promoted lamps and gift pottery. Background was of green foil. Miles from the snow country, as it was, this display made a hit with northern visitors as well as with inhabitants of the Miami area.





Window displays such as this flash the news that the Johengen Hardware Co. has a complete floor and rug refurbishing service.

## Do Rentals Pay?

*Small town store keeps business at home by offering rug cleaning and floor finishing service at a nominal rental*

**T**HE Johengen Hardware Co. has been a busier store ever since it started selling services to its community of 3,000 population—North Collins, N. Y.

Newest venture into retail services by the store owners—Stanley, Herbert and Francis Johengen—is a complete rug cleaning department which was started this spring.

It all happened when the Johengens decided to help out North Collins housewives who had to depend upon an expensive and time-consuming method of getting their rugs clean by sending them 25 miles to Buffalo or to do the hard and often unsatisfactory task at home, by hand.

So the Johengens bought rug cleaning equipment that could be rented to home owners. The cost of the equipment, a machine for rug shampooing and the vacuum cleaner, was approximately \$400. At a rental of \$2.50 a day plus sales of emulsion for the sham-

poo process, the equipment has more than paid for itself, as it is possible to treat several rugs daily.

### Promoted By Displays

The store promoted this new service almost entirely by window display as the first step. Then when the newness of the window had worn off, the display was transferred to a prominent location inside the store, along a heavy traffic lane where the equipment could not escape attention. By the end of May, the equipment was out almost every day and a long waiting list had been built up.

This service in combination with rental of floor refinishing equipment and the stocks in a large paint department permit

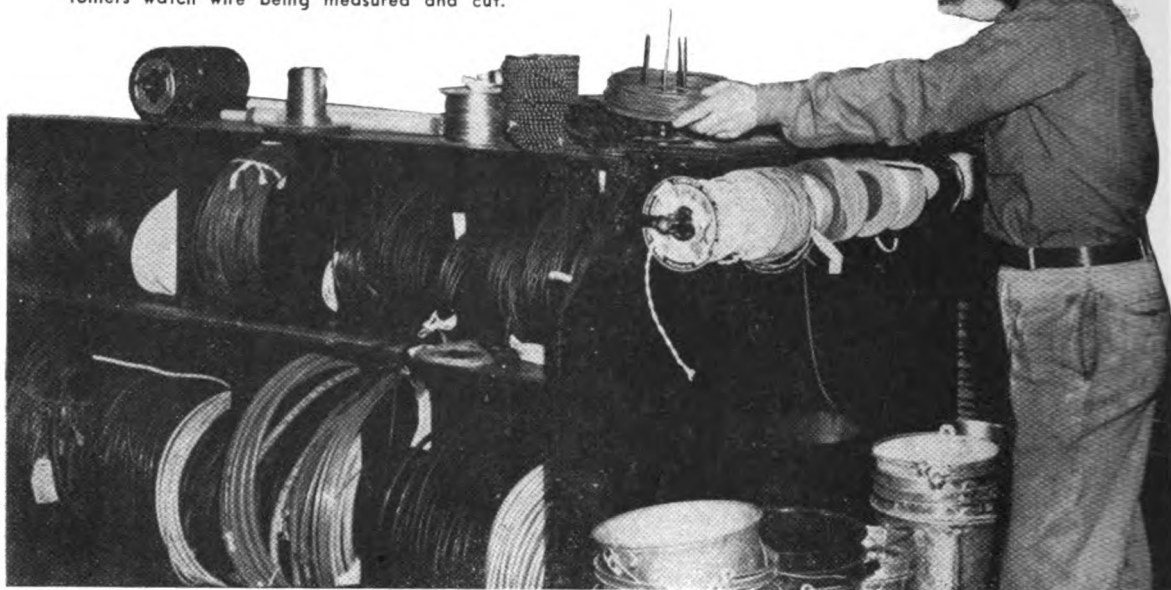
the Johengen store to offer a complete home redecorating department. It was when hardwood floors became common that the store started its first rental venture—a floor conditioning department.

The basic equipment is a sander and an edger—total cost to the firm, \$400. Rentals are at the rate of \$4 per day for the sander alone and \$7 a day for the combination deal of both the sander and the edger. A careful record is kept of all rentals so the owners know they are profitable and all equipment is constantly checked and serviced so as to be in perfect order.

All supplies — sandpaper, sheets, rolls, and discs of different weights—are always available.  
(Continued on page 74)

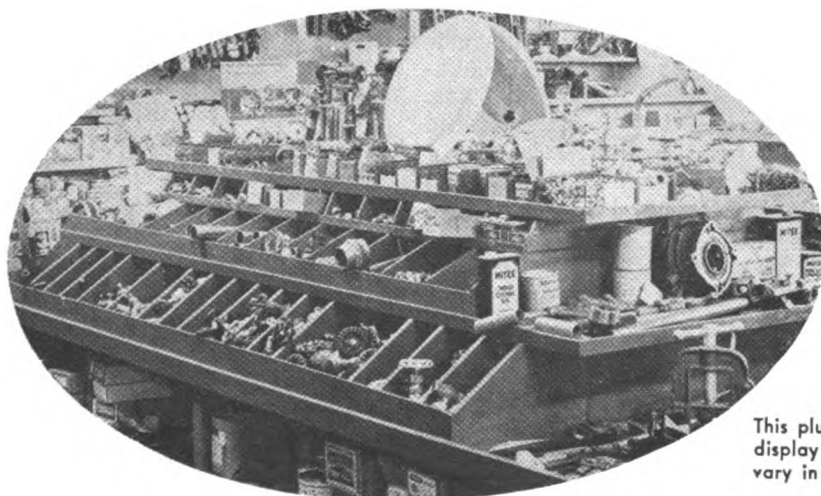


For storing a large assortment of electrical wire, this display fixture does the trick. Bins for different sizes of rolls were built into one side. Customers watch wire being measured and cut.



## An Item Well Displayed Is an Item Half Sold

*This dealer custom-tailored his fixtures to suit the merchandise. His displays forced him to quadruple his \$5,000 starting inventory because they sold merchandise. Volume is now \$50,000 annually*



**B**ECAUSE Gordon Whitney believes that effective display means that a store must have effective fixtures, those he built for his hardware business were custom-tailored in design to suit the merchandise they were to sell. The requirement he considers to be basic is the orderly, open display of a maximum quantity of merchandise in

*This plumbing specialties fixture doubled display capacity. Shelf compartments vary in width to accommodate different sizes of merchandise.*



the smallest practicable space.

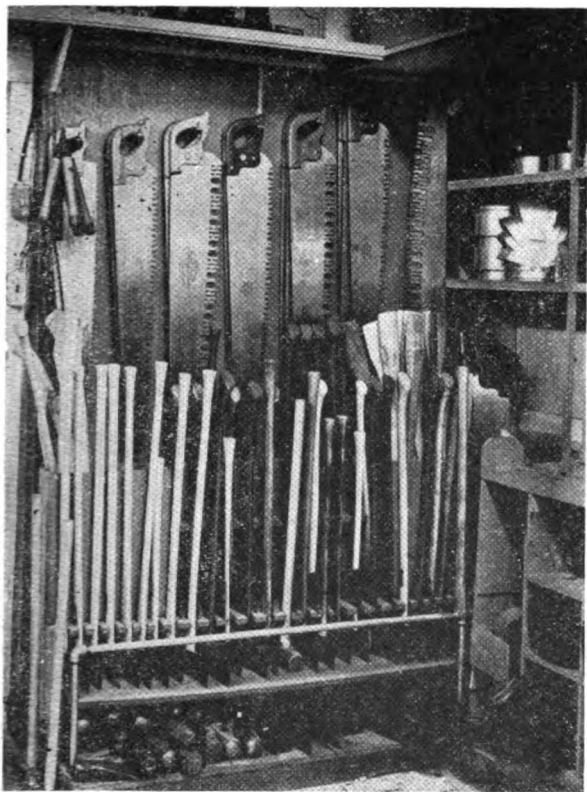
That is why all fixtures for the Whitney Hardware, a high-way store situated between Seattle and Everett, Wash., are of the self-service type that allows the merchandise to sell itself. And that is why the \$5,500 starting inventory in 1946 has grown to its present \$20,000 valuation and sales last year were in the \$50,000 bracket.

All fixtures in the 48 by 55 ft store were built by the owner and his two employees during slack selling periods. Most of the small fixtures are mounted on casters to allow greater flexibility in prominently locating seasonal items. For instance a circular display for fishing rods and a small platform fixture for rolls of wire can be easily moved to different spots in the store.

But let the photos show just what Mr. Whitney has accomplished.



↑ Chicken and other wire products display has been simplified by this fixture. The 12 compartments at each end of the table are long enough to hold wire rolls. There are also a number of small compartments for tacks, brads, etc. The top of the table is used to measure the required lengths of wire.



↑ This store serves a large demand for tree felling equipment and so Mr. Whitney designed this rack for single and double-bitted axes, crosscut saws and wedges. The fixture is so compact that it takes up but a small wall section at the rear of the store.

→ Light bulb sales increased sharply when the Whitney Hardware featured them in this portable fixture, opposite the wrapping table. The location heightened the opportunity for impulse buying and accounts for sales to one of every 10 customers of one or more bulbs.







Charles P. Brice (facing the camera) helping load one of his three pick-up trucks which make the daily farm selling tour.

## \$3,000 Daily Sales

**R**INGING door bells on a farm-to-farm basis within a 20-mile radius of his store is the success story of Charles P. Brice.

Less than five years ago when Mr. Brice bought his small store in Peoria, Ariz., a tiny dot on the map 12 miles northwest of Phoenix, average volume was about \$3,000 per month.

Today, his Peoria Hardware Center and a little branch store in nearby Wickenburg ring up

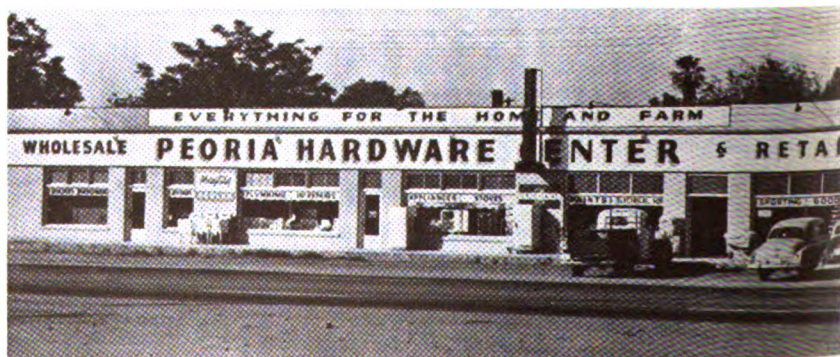
\$3,000 in sales between them on many single days.

A couple of years ago, when business slowed down, Mr. Brice began to go out after it by loading a pick-up truck with sample

merchandise and going out into the country to sell. Business picked up; another pick-up was added and recently a third truck was put into service.

Last April was a record month

The Peoria Hardware Center, Peoria, Ariz., which in five years increased its volume from \$3,000 monthly to \$3,000 daily by ringing farm doorbells.







Miss Barbara Montoya, left, who sold 40 washing machines in one month's doorbell campaign. She either works alone or in a sales team with Mrs. Mary Lou Wacker, right, Mr. Brice's daughter.

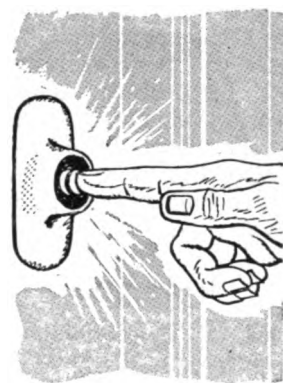
*Door bell ringing and home demonstration have been the touchstone for the large appliance volume of this Arizona store*

for the firm. And Mr. Brice says that the three little red and white pick-up trucks are the reason.

Mr. Brice and his staff feature different items on their red and white pick-ups, depending on the

season of the year. In spring they may have a drive on lawn mowers and rubber hose. Other times they show paint, farm items or appliances.

Not only does going out after



business get orders out in the country but it also results in a flood of trade in the store. Here are a couple of examples.

One day a rancher walked into the store. "Do you sell automatic washing machines?" he asked. The answer was yes, and within a matter of minutes the rancher was sold a number of standard hardware items including a \$279 automatic washing machine!

Mr. Brice explains it this way:

"You know how this rancher happened to come in and ask for this washing machine? He has a ranch 14 miles from here. He came in to buy the washing ma-





chine because we had sold and satisfied two of his workmen. We called on them out in the country and solicited sales from them. They were satisfied with our merchandise and told their boss about it."

Another day a farmer came into the store. In a tone he might have used to order a few pounds of nails, he said: "Do you have time to deliver a couple of washing machines today? I've got two prospects for you. One wants a round tub; the other a square tub."

After Mr. Brice took down the names of these prospects, he again explained the transaction:

"This fellow is our egg man," Mr. Brice said. "We first met him in his home five miles from Peoria. I was out soliciting orders in the area and sold his

family a washing machine. This farmer told us about a neighbor who needed a refrigerator, and we made a second sale. We learned this farmer was in the egg business, and he became our egg man," Mr. Brice added.

"There's a special reason why he sold two washing machines for us," Mr. Brice continued. "For giving us the lead on the customer who bought a refrigerator, we gave him a gift of a set of dishes that cost us \$4.50. His mother wanted a set of dishes just like it, so he told her he'd get her one by helping us with another sale."

It turned out that he made two sales of standard washing machines for Mr. Brice.

Since many of the country folk in Mr. Brice's area are Spanish and Mexican settlers, he has a

Spanish-speaking girl calling on them—Miss Barbara Montoya. She goes door bell ringing herself, or works as part of a sales team with Mr. Brice, or Mr. Brice's young daughter, Mrs. Mary Lou Wacker.

During one month this summer, Miss Montoya sold 40 washing machines. That's what ringing door bells does for Peoria Hardware Center.

Mr. Brice spends little time in his store. He and Mrs. Brice decide in the morning on items that need ordering. Then he is off in his red and white pick-up soliciting orders door-to-door. This is also true of Bill Craig, manager of the branch Hardware Center in Wickenburg. He, too, spends a major portion of his time in the field looking for business.

## For Youngsters This Store Is "Rechlin's Famous Toyland"

TO ADULTS Rechlin Bros. Hardware, 817 Washington Ave., Bay City, Mich., is always the enterprise of the Rechlin brothers, one of whom passed away earlier this year. But late in the fall the store becomes Rechlin's Famous Toyland, operated by Santa Claus and Rechlin, for the believers in that jovial personality. Letterheads like that shown in this page carry out the idea, the 1949 edition pointing out that the store was established in 1905 and that it was in its 44th year.

### "Booster Badges"

Each fall the Rechlins obtain the names of all grade school students in the city and send them letters like the sample shown. Each year either a cloth or a metal "Booster Badge for Rechlin's Famous Toyland," with old Santa's head on it, is mailed with these letters. Youngsters from miles around—several thousand of them—bring their parents to look at the unique enterprise of the Rechlin-Santa trio. In fact many youngsters even wear the booster badges to school, an even larger number displaying them in their leisure hours.


Last year's letter bore the salutation, "My dear Little Chum," being signed by "Your Jolly Old Friend . . . Santa Claus."

FRED A. RECHLIN
SANTA CLAUS
WALTER C. RECHLIN

SANTA CLAUS and RECHLIN, OWNERS OF

## RECHLIN'S FAMOUS TOYLAND

817-819 WASHINGTON AVENUE  
BAY CITY MICHIGAN



**OFFICERS**  
SANTA CLAUS, President  
FRED A. RECHLIN, Manager  
WALTER C. RECHLIN, Treasurer  
HERRY CHRISTMAS, Secretary  
HAPPY NEW YEAR, Display Manager

**MAIN OFFICE - NORTH POLE**  
FACTORIES - UNITED STATES  
DISPLAY ROOMS - 817-819 WASHINGTON AVE.  
TELEPHONE 3965  
ESTABLISHED 1905  
FORTY FOURTH YEAR

North Pole

**My dear little Chum:**

How's the weather in Bay City? It's awfully cold up here at the North Pole. The wind is howling and piling up huge drifts all around the yard. I have just come in from feeding my eight reindeer. You should see them. They are really fat, and just itching to go to Bay City with me and my new line of toys.

I am very happy because I am going to be partners with the two Rechlin brothers, Fred and Walter, and will make my headquarters at their big store on Washington Avenue. Right now, I want to invite you and all your little Chums to come to my headquarters at the Rechlin Hardware Company on Washington Avenue and see all the nice toys I have on display. You can then place your order and I'll try to bring them to you on Christmas Eve.

Oh my goodness, in all this excitement, I almost forgot to mention the Rechlin Booster Badge that I am enclosing. I want you to wear it from now until Christmas, so that you will show me what a big booster you are for me and Rechlin's Famous Toyland. Do wear it, it will make me very happy. In case I have missed some of your little chums, just tell them to go to my headquarters at Rechlin's Famous Toyland, and they will be given a badge to wear. Will you do that?

Don't forget to bring your mother and daddy along with you, as I want them to see all the wonderful toys I have for you. But remember, you must be a real good chum. Go to bed early, study your lessons and mind your teacher, mind your mother and daddy and help them all you can, brush your hair, keep your teeth nice and clean, be sure your hands and face are washed often, and last of all don't forget to say your prayers. If you do all this, I will surely surprise you on Christmas Eve. Oh! by the way, I could use a nice warm cup of coffee and a sandwich when I reach your house on Christmas Eve, as I will be very tired and hungry.

With lots of love to you, my little chum, from

Your Jolly Old Friend,

Santa Claus

This clever promotional piece goes from the chill of the North Pole to the warmth of a youngster's home urging each to help make home a better place for everyone.





# Watch Your Language!

*"Words put the gears of trade into mesh," says Mr. Sando, who points out some of the faulty but easily corrected habits of business conversation which create poor impressions, lose sales and even prevent promotions for many capable people.*

By BRIANT SANDO  
President,  
The Sando Co.  
Orange, Calif.

**T**HERE'S more to the slogan, "Watch your language," than just the omission of profanity and vulgarity. While that may be a factor, there are others less commonly understood in hardware sales work.

It is easy for us to become careless in our talk because we do so much of it. Yackety yack, all day long. We grow so accustomed to our own vocabulary that it becomes like an old pair of shoes—comfortable and easy for us but lacking in sparkle and appeal to others. So it's time to brush up!

Words put the gears of trade into mesh. Words determine how you get along with your customers and associates, or with

your employers or employees. It is words that enable you to make others understand exactly what you see, feel or believe . . . why your hardware merchandise or services are good for them.

This talent is not reserved for only the highly educated or for any special class of people. It is wide open for every one who is willing to give the matter reasonable attention.

A recent survey of 25 businesses showed the following bad speech habits given for failure of employees to advance: mumbled speech, shrill or raucous voice, sing-song replies, sharp retorts, and garrulousness. Even baby talk was included. Stuttering or stumbling, rambling, re-

petitive, sarcastic, cynical, stilted or condescending, hesitating and labored talk were others.

Improvement seldom lies in the direction of highbrow language. The verbal grandeur used some years ago by the War Council in a safety notice to aid the blackout effort, is a prime example. The notice said: "Illumination is required to be extinguished before these premises are closed to business." Occupants of property quickly shortened it to "Turn out the lights before locking up."

Dignity and elegance have values, but emotional appeal is not among them. If someone said to you, "One of my incisors is causing excruciating agony,"



you'd probably be stirred less than if he said, "My tooth aches something fierce!"

Some people take 15 minutes to say what they think rather than to tell what they know in five minutes.

They tell about a VIP being given an honorary induction into a tribe of Indians. On this solemn occasion an old brave arose and said in stately tribal language: "I, Mountain Chief, am the last fighting warrior of my tribe, and I fear nothing. I fear not the demons who rest in the snow on yonder peak, which once was ours. I fear not the devil spirits who lurk under the surface of this vast lake. I, Mountain Chief, who give thee this name, am the last fighting man of my tribe, and I fear nothing."

A young and very modern brave translated the tall talk. "This old boy," he said, "he say he ain't afraid of nothing."

### How to Forge Ahead

Good speech and vocational advancement usually go hand in hand. Owen D. Young, chairman, General Electric Co., recently said, "The heads of large concerns expect from all persons in important positions the ability to express themselves clearly, orderly, attractively and persuasively." This frequently is termed as "selling one's self."

The impression you make on others is influenced by your words and the way you use them.

Many salespeople who fail of promotion because they're considered not too bright just lack the ability to put themselves across to others. It isn't sufficient to be able to think and form ideas; these need to be crystallized into action favorable to you and your business.

Words are tools. You need not struggle along with a poor set; fortunately, vocabulary is one of the forms of self-improvement you can attain by yourself. Just add a few new words every day; in a year or two you'll be pleasantly surprised at results. Use the dictionary to be sure of exact pronunciations and meanings.

Besides the dictionary use a thesaurus—a book of synonyms and antonyms. You'll soon discover many new and different ways to say the same old things. Repeating the same words or phrases over and over is a common weakness of salespeople—avoid it. Read books by authors

noted for their use of good English and their clear style.

This will not only add to your speech but also improve your thinking powers. You'll begin to use words that put those vague ideas or half-formed impressions into clearer focus. A good plan is to write down your main selling thoughts on the leading items in your hardware stock; express them in neat phrases, then sharpen them up by rewriting them more briefly or more forcefully. In this way your command of English will become sharper.

Thinking should go along with talking . . . often in advance of it. Selling talk needs to be organized and directed, but not canned. It should be planned . . . then you won't forget or overlook important points.

Are people likely to think while you are talking, "Say, what's the big idea?" It's your job to make it plain to them, so that when you conclude your remarks they won't come out with that other heart-breaker, "So what!"

You can listen to some people by the hour and after they leave—or you leave them—you're still in the dark as to some of the most important points.

There's an art in being able to say things simply and clearly. "Words are like sunbeams; the more they are condensed the deeper they burn."

Remember Mark Twain's story about going to church while the preacher was pleading for funds for foreign missions. As he pointed out the great needs more and more forcibly, Mark mentally decided to raise his contribution from a dollar to \$2 and then to \$5. But the preacher kept on talking until Mark began to fidget and gradually cut his generosity back to the original figure. Still the preacher went on and on. When the collection plate finally was passed around Mark took out a nickel for carfare.

### Avoid These Pitfalls

While short simple words work best in selling, they should also be clear and not easily misunderstood. Careless conversation often is the sign of a sloppy mind. A business man who brags that he is a man of few words recently made a trip and sent this telegram back to his office: "CHECK ON JONES ORDER PROMPTLY. CONTACT BILL FOR VERIFICATION. AIR MAIL ME HOTEL GRANADA."

All key words used above are subject to various interpretations. Check could mean investigate or pay. Promptly might mean this day or this week. Contact is a vague verb and does not indicate whether the next word refers to Bill Jones or bill of goods. What kind of verification is required? And which one of the several Granada hotels in neighboring towns?

You may not want to become a public speaker, but if you will observe some of the requirements for success in this direction you will become a better talker in private or in small groups. You need not be an orator, but it is important that you talk *with* people and not *at* them.

To talk in an interesting manner, to sell other people your ideas or your merchandise, learn how to build a bridge from your interests to those of your listeners . . . show them how they will benefit or gain. Radiate enthusiasm and animation—and people will respond accordingly. Keep your conversation alive and virile; avoid such "dead" words as *frankly, honestly now, as a matter of fact, in other words.*

### Register Friendly Warmth

Register friendly warmth and sincerity in the tone of your voice, not a complaining whine or grumbling attitude. Life is a great whispering gallery; sales work always sends back echoes of the words we sent out. If you seem timid and flustered, people will lack confidence in you; if you are brazen and boastful, they may shrink away.

Of course it pays to be cheerful and optimistic in every hardware setup. Don't go around spreading gloom; nobody likes to do business with a sour-puss. When you say "One in every four businesses fails" it's sad. When you say "Three out of every four businesses succeed" it's not so bad.

Another version of the same idea: The optimist says "half full." The pessimist says "half empty."

No more silly gossip about politics, religion or competitors; no more stupid complaints about poor health, bad business or nasty weather. Instead, use bright sparkling words that quicken the imagination and stir the desire for action. This is the way to put your words work . . . the way to win sales success.



**What's the strongest wood glue ever made?  
How can I tame that wild grain on fir plywood?  
What's a better finish than shellac or varnish?**

When customers ask such questions, recommend these

## **WIZARDS WITH WOOD**

The Strongest Wood Glue Ever Made

# **WELDWOOD** PLASTIC RESIN **GLUE**



**NEW!**

**WELDWOOD GLUE IN "UNIT-USE" PACKETS**  
Each packet just enough for a "fix-it" job or two. Great convenience. No Waste. Each 3-Packet Unit retails at 10¢.

water-resistant! A fast selling item to hobbyists, home owners, carpenters! 15¢, 35¢, 65¢, 95¢ and larger sizes.

To make things or fix things, recommend Weldwood Glue — America's largest selling glue, for all wood-to-wood bonds. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot proof, highly



## Tame that wild grain with **FIRZITE**

Over 40 million feet of fir plywood are sold every week! Here's your market for **FIRZITE**! For **FIRZITE** is a "MUST" when finishing fir plywood. Used as an undercoat it tightly seals the pores . . . virtually prevents grain rise and checking . . . readies the surface satin-smooth for paint, stain or enamel.

For blond, pickled, wiped or tinted effects; for that "woodsy" look, recommend **WHITE FIRZITE** on either soft or hard woods.



(In pints, quarts, gallons)

## **NATIONALLY ADVERTISED**

Almost daily we turn over to our dealers inquiries from our ads in Saturday Evening Post, Better Homes and Gardens, American Home, Popular Mechanics, Popular Science and over 20 other publications!

**SPECIAL  
INTRODUCTORY  
OFFER TO  
HARDWARE  
DEALERS**

What Finish Do Architects and Consumers Like Today?

# **SATINLAC**



(In pints, quarts, gallons)

The big modern trend is for light natural wood finishes. When customers ask you what to use, you'll make friends by recommending **SATINLAC**, to bring out and preserve the natural grain and color beauty of any plywood or solid wood. **Satinlac** avoids that "built-up" look and will not turn yellow or darken with age. "Water-white", easy to brush or spray and dries ready for next coat in 3 or 4 hours.

Your choice of 2 special package assortments on **Firzite** and **Satinlac**, complete with point-of-sale aids to dealers. Mail coupon for full details, together with full information about **Weldwood Glue**. No modern hardware store stock is complete without these 3 big-demand **WIZARDS WITH WOOD**.

### **UNITED STATES PLYWOOD CORPORATION**

Dept. 145, 55 West 44th Street, New York 18, N. Y.

Send me (check items desired)

- ☐ Full descriptions of your Special Assortments No. 1 and 2 on **FIRZITE** and **SATINLAC**.
- ☐ Full information about **WELDWOOD Glue**.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

JOBBER'S NAME \_\_\_\_\_



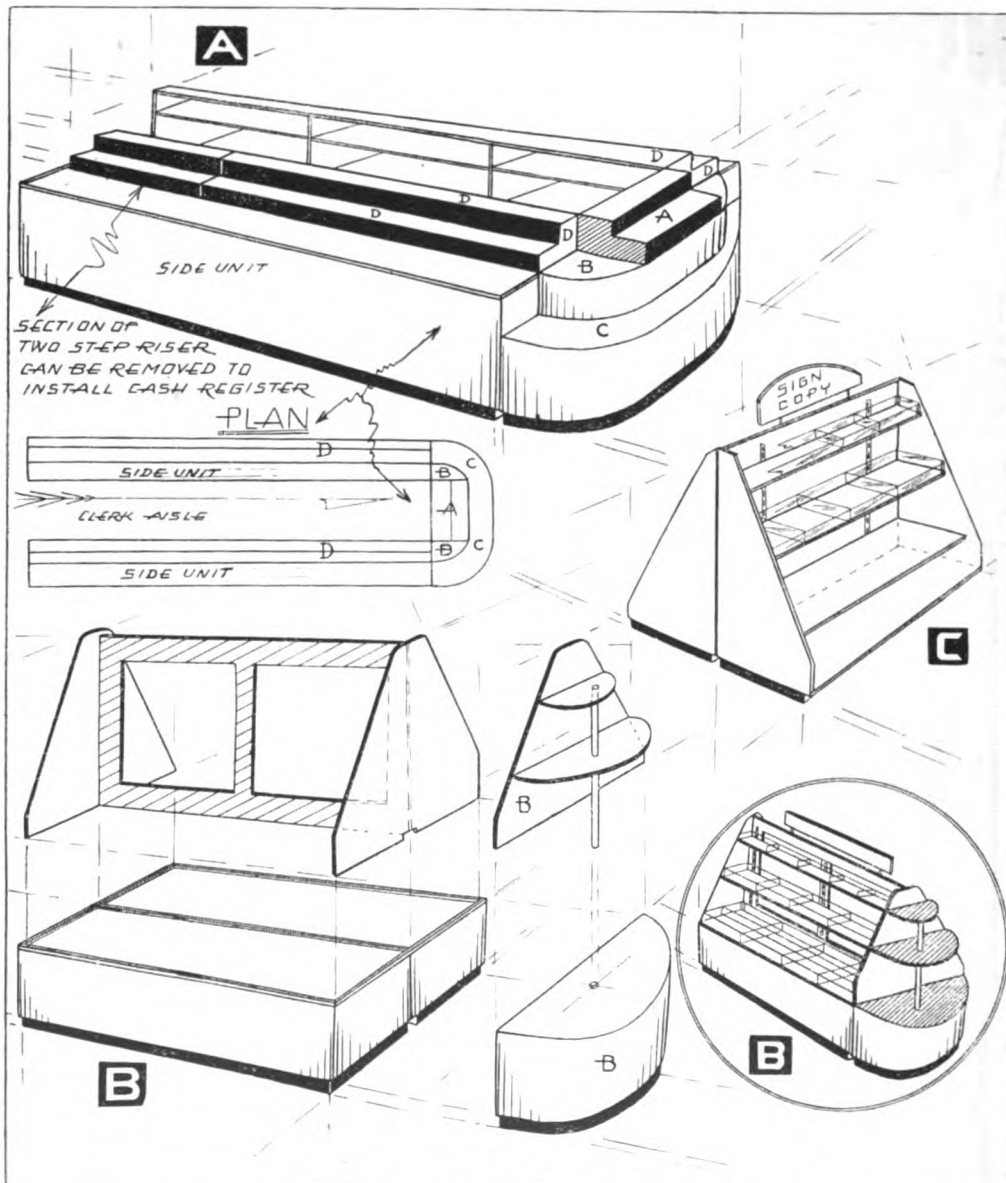
# Low Cost Interior Display Units Save Store Space



**S**AVING display space appeals to all hardware dealers, particularly those with small stores. Making these savings at

low cost has even greater appeal. In this instalment of **HARDWARE AGE Display Ideas**, we again show low cost ideas that can be attained by members of your own staff, or by local carpenters. Three different types of space saver units—two adapting your old equipment to present needs, and one in the form of a made-to-your-order unit—are shown on this page. The fixture hardware and glass may be obtained from display fixture manufacturers.

The unit in Fig. A is particularly useful to those stores which find inside selling units ideal for peak season display of impulse items. The two step risers, and end units, can all be binned off with standard glass and fixture hardware to enable customers to make quick and easy selection. Equipping the bins with ticket price clips will increase the selling efficiency of these units. Note in Fig. A how a section of the two-step riser may be removed

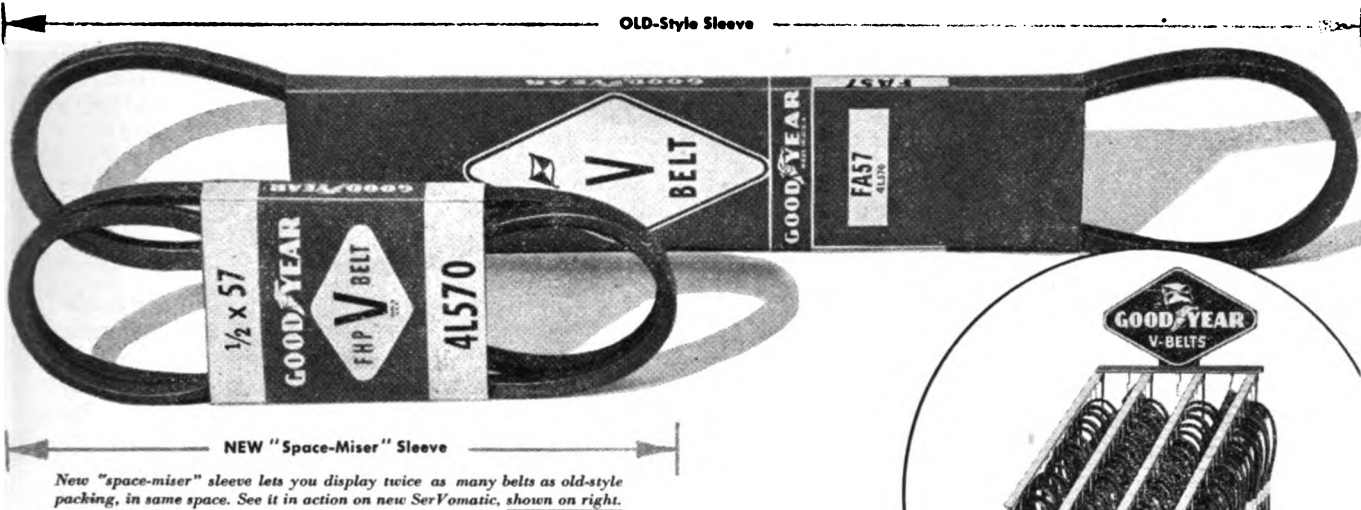


Display units, of the type illustrated here, save space and display merchandise to excellent advantage. This article describes them in detail.



# Something **NEW** up our sleeve!

**NEW Goodyear Space-Miser V-Belt Package gives you MORE useful store space**



**YOU** save **SPACE—TIME—TROUBLE** in your V-Belt sales department with the new Goodyear sleeve. For this space-miser method of packing means the longest belt takes only 20" of space.

Used with the new, different SerVomatic—first and only counter-designed V-Belt display—the new sleeve lets you display as many as 60 belts in only 1½ sq. ft. of counter space—a complete V-Belt sales department in less space than a cash register takes!

Or you can now hang your conventional display racks from the ceiling, well above the average adult's head, because the packaged length of all belts is practically the same.

Either way, each belt is easily seen, quickly selected from the hook, reached without the need for ladders or long-handled hooks.

The "space-miser" sleeve is one of many reasons why the new Goodyear V-Belt program is the biggest news in FHP belts today.

Send the coupon below for the whole story of this profit-making program, including displays, sales helps, advertising and merchandising aids, etc. See how you can become V-Belt Information and Sales Headquarters in your area. Address Goodyear, Akron 16, Ohio.

# GOODYEAR

**THE GREATEST NAME IN RUBBER**

*We think you'll like  
"THE GREATEST STORY EVER TOLD"  
Every Sunday—ABC Network*

**THE GOODYEAR TIRE & RUBBER COMPANY, INC., Department 742-C, Akron 16, Ohio**

*Please send me full details on the ALL-NEW Goodyear FHP V-Belt Program:*

Firm Name \_\_\_\_\_ Dealer or Jobber \_\_\_\_\_

My Name \_\_\_\_\_

Street Address \_\_\_\_\_ City and State \_\_\_\_\_

SerVomatic—T.M. The Goodyear Tire & Rubber Company, Akron, Ohio



for installation of a cash register.

In Fig. A note that the two sections marked as side units are used to form a center aisle for inside selling. These units may be constructed of plywood or you can use tables you have on hand. The entire setup is flexible since sections A, B, and C are all separate units. No dimensions are shown since these sketches are intended to be used as a guide to assist the dealer in adapting these units to his own store, in line with available floor space. For the setup in Fig. A it is suggested that the side units be 30 in. high.

The space saver in Fig. B shows how two low tables can be

equipped with adjustable shelving and step-up end units, to form a good functional fixture. This unit will enable display of a maximum of merchandise on a minimum table top area. Its total height should not exceed 56 in. so that it will not interfere with a clear view of displays in other parts of the store. The two end units in Fig. B may also be placed back to back to form a circular fixture for use in a store aisle.

The third type of space saver, Fig. C should be equipped with adjustable shelving supported on metal brackets set in standard key hole strip.

Chain stores constantly check store selling area to be sure that

each portion of it is being utilized to the best advantage.

A simple method for the hardware dealer to check display area use in his store is to square off a large sheet of drawing paper scaled  $\frac{1}{4}$  in. to 1 ft. to represent his store. He should then pencil in all present wall fixtures, tables, show cases, pillars—if any—and other features of the display room. Next pieces of card should be cut, to scale, to represent present and proposed display units, moving them around on the store outline to see where extra units may be installed to advantage.

Following such a procedure will often show a dealer how he may better utilize his space.

## Are You Overlooking Power Tool Profits?

(Continued from page 57)

over Station WKAT, Miami Beach, stated: "Your Father's Day gift problems are over! Give him (brand name) tools. A bench saw, band saw and a lathe from the whole family to Dad will give him untold pleasure for the whole year through. The Little River Hardware Co. features these fine power tools . . . why not drop in today and select the tools your Dad needs? . . . At the Little River Hardware Co., 7811 N.E. 2nd Avenue."

This commercial was used with a radio musical program known as "Sunny Valley."

Although the concern will, upon occasion, sell power tools on a time payment basis, it does not publicize that fact, nor does it encourage such transactions. As a result 80 pct of its power tool sales are on a cash basis, those on a time payment basis being financed by the company.

Enjoying a good turnover in all of its power tool merchandising, the firm reports that fully 75 pct of its power tool customers buy accessory equipment from it, either at the time of purchase of major equipment or at a later time.

## Do Rentals Pay?

(Continued from page 63)

able at the store so as not to miss the opportunity of making those extra sales. Those include paints, varnishes and shellac and other decorating supplies.

Rounding out the two home refurbishing departments, the Johengens offer a wallpaper and floor covering department and have all the promotional literature and sample books on hand to advise customers in selecting colors and patterns.

Deliveries of the sanding and

rug cleaning equipment are made without charge if the customer cannot make his own pickup. Instruction and demonstration on the use of the equipment is competently given, though the firm will not help in the job in any way beyond the rental of the machines.

## HARDWARE HUMOR

By Hardware Age



"It isn't necessary to gift wrap a box of nails, Bently."





## Your money goes farther ... your work goes faster!

These are the famous Advance-Design features that help make

### CHEVROLET TRUCKS AMERICA'S FIRST CHOICE!

**TWO GREAT VALVE-IN-HEAD ENGINES:** the 105-h.p. Loadmaster or the improved 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURETOR**—smoother, quicker acceleration response • **DIAPHRAGM SPRING CLUTCH** for easy-action engagement • **SYNCHRO-MESH TRANSMISSIONS** for fast, smooth shifting • **HYPOID REAR AXLES**—for dependability and long life • **DOUBLE-ARTICULATED BRAKES**—for complete driver control • **WIDE-BASE WHEELS** for increased tire mileage • **BALL-TYPE STEERING** for easier handling • **UNIT-DESIGN BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

*You're money ahead* with Chevrolet trucks, for Chevrolet is the lowest priced line of all—and offers exceptional savings in on-the-job operating cost and in cost of maintenance, too.

*And, you're money ahead* with Chevrolet's special features. Chevrolet features like Valve-in-Head engine, Power-Jet carburetor and many others exclusive in the field.

*You're money ahead* because Chevrolet has a model built for your job . . . a truck engineered to the special requirements of that job and built to do it faster, better, more efficiently.

Yes, your money goes farther . . . your work goes faster with Chevrolet trucks. Let your dealer tell you all the details. Let him *prove that you're money ahead* with Chevrolet.

CHEVROLET MOTOR DIVISION, General Motors Corporation  
DETROIT 2, MICHIGAN



# CHEVROLET ADVANCE-DESIGN TRUCKS



## SHELBY PROFIT ITEMS



## NOW is the time

Now is the time to sell Shelby Air-Check Door Closers—now is the time they're needed for combination and storm doors.

The striking maroon, yellow, and white of the new No. 666 Air-Check box attracts customer attention and the illustrations and copy tell the complete story. Set up a display in your store, similar to the one above, and you'll be amazed at the results.

**Shelby displays help you sell!**

The Shelby No. 666 AIR-CHECK door closer is the largest pneumatic air-check made for storm, combination, and light interior doors. It closes doors smoothly and surely—without a bang.

**Order this fast-selling fall profit item from your jobber NOW!**

The  
**SHELBY** Spring Hinge Company  
Shelby, Ohio

## Withholding Tax

(Continued from page 62)

statement telling how much tax was withheld from their pay?

A. Yes. At the end of the year. The Collector of Internal Revenue will send you a number of W-2 forms. These are to be filled out in triplicate. Part goes to the employee, listing his gross wage and the total taxes withheld. Another copy goes to the Collector with the quarterly return that is due on Jan. 31.

**Q. Are there any other statements I must give to employees?**

A. Social Security regulations require that they be given reports telling (1) employer's name, (2) employee's name, (3) the amount of wages subject to Social Security, and (4) the FICA contribution withheld. You can give these out once a month, once a quarter or even once a year. Many hardware dealers find it convenient to hand out statements each pay day.

**Q. Do I simply mail a check covering both Social Security and income tax withholdings to the Collector of Internal Revenue?**

A. That depends. If the total of taxes withheld during any month of a given quarter is \$100 or more, then monthly deposits must be made. The Collector of Internal Revenue will furnish simple forms for recording these. The money must be put in a Federal Reserve Bank, and the receipts are turned in quarterly in lieu of cash or a check.

If the tax withholdings are less than \$100 a month, you can follow this procedure if you wish, but you are not required to do so. Most hardware dealers prefer to inclose quarterly remittances with the quarterly returns.

**Q. Are the quarterly returns all I give to the Collector of Internal Revenue?**

A. No. You must turn in the W-2 statements made out for each employee, plus an annual report called W-3. If there have been any mistakes made on the quarterly returns, they can be corrected on this final reconciliation form.

**Q. What kind of records does the government want me to keep?**

A. Illustrated is a simple form which tells all of the pertinent

## The Beaver 41-E Threader ... A COMPANION TO the Beaver 104 Pipe Cutter



both are quality tools—rugged—dependable—and low in upkeep cost

BEAVER  
41-E  
THREADER  
Range 2-1/2  
to 4"



BEAVER 104  
PIPE CUTTER  
Range 2-1/2 to 4"

With one set of dies the fully adjustable 41-E Geared Threader threads 2½, 3, 3½ and 4-inch pipe, no dies to become lost or mislaid. Cuts oversize, undersize, standard taper pipe or straight conduit threads—without changing dies.

1. Fully enclosed gears packed in graphite grease, protect important parts.
2. Gear case is made of tough semi-steel. Rugged in construction—low in upkeep cost.
3. Driving pinion's lower end rides in a bronze bushing—greater strength—smoother performance.
4. For 35 years the most dependable 2½ to 4" threader made.

**BEAVER PIPE CUTTER, No. 104—2½ to 4"**  
—Automatic knife pipe cutter, for use either as a hand-operated or a power-driven tool. No loose parts. Fully enclosed. Only cutting head revolves, driving pinion remains stationary. Cuts pipe square without burrs. Rugged construction, economical operation.

You ought to know more about these tools. Write for general catalog.

**BEAVER**  
PIPE TOOLS

234-300 DANA AVE. • WARREN, OHIO, U. S. A.



information you need. It is not a compulsory form. You can keep any sort of record you wish, provided it tells the facts about gross wage, Social Security number, withholding tax, state and Federal Social Security deductions, and net take-home pay.

The illustrated form can be used as a payroll sheet for a single pay day by listing employees' names and Social Security numbers in the first column. Some hardware dealers like to keep a single sheet record for each employee. In that case, his name and number should go at the top, and in the place where employees' names are listed (when the form is used as a payroll form), the dates of the pay days are put down.

**Q. How long must I keep the records?**

**A.** Your records—whatever their form—must be available for inspection by Bureau of Internal Revenue men at any time. The Treasury suggests that for safety, the records should be kept on hand for four years—or longer.

## Moved Across the Street— Sales Up 25%

(Continued from page 60)

Crow's satisfaction with his move is the store's heightened appeal for women customers. This is particularly essential since he estimates that approximately 75 pct of his merchandise is purchased by women; not only houseware lines, but also plumbing, building, and electrical hardware.

One's selling approach, Mr. Crow observes, should be to make shoppers feel free to just come in and look around without any compulsion to buy.

On the matter of adjustments, Mr. Crow feels that a dealer should refund a customer's money on a defective piece of merchandise cheerfully and without argument. In most cases, he points out, he ends up by refunding the purchase price anyhow. Why then antagonize the customer in the process?

Edmonds, Wash., is recording its appreciation in the store's increased volume. The town has a 2500 population and the rural population which the town serves is approximately 6000.

**"I see by the papers..."**

**BROKEN WINDOW?**  
... replace it with PENNVERNON WINDOW GLASS

**What to look for when you buy Window Glass...**  
1. CLEAR VISION  
2. SURFACE BEAUTY  
3. REASONABLE PRICE

**BEFORE COLD WEATHER COMES**  
Replace those broken panes with PENNVERNON Window Glass  
DEALER'S NAME AND ADDRESS HERE

**N**EWSPAPER ADVERTISING is perhaps the keystone of your promotion activity on Pennvernon Window Glass. At least it is an important element in a well-integrated campaign.

To make your program even more resultful, we have made available a group of eight hard-hitting advertisements. They point out to buyers the advantages of Pennvernon Window Glass; the fact that Pennvernon is window glass at its best; that it has excellent visual properties, and a brilliant surface finish on both sides, so that it may be glazed either side out.

Why not review your advertising mat sheet on Pennvernon Window Glass? Order the mats you need now; they're free of charge. Just ask your Pittsburgh Plate Glass Company branch or jobber for them.

**... Remember to use these other aids to more sales**



**Pennvernon WINDOW GLASS**



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

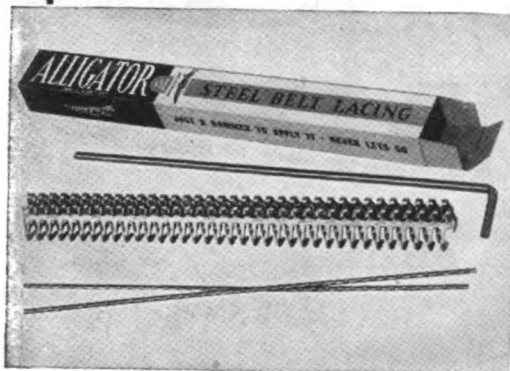
**PITTSBURGH PLATE GLASS COMPANY**

—because when all these helps are combined, you have a sales-winning team that's proved itself. Here they are: (1) an eye-catching window card; (2) a "stopper-reminder" counter easel; (3) a striking decalcomania that identifies your store as headquarters for Pennvernon Window Glass; (4) an ingenious 3-piece window streamer; (5) sales-producing folders for mailing or give-away.

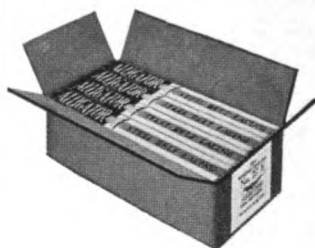




# ALLIGATOR BELT LACING



## ECONOMY PACKAGES in "E" CARTONS



- 1 10 packages of a single size to the "E" carton.
- 2 Each package is a complete sales unit.
- 3 Contains one set of lacing, hinge and gauge pins for 12" of belting width.
- 4 Five popular sizes —Nos. 15, 20, 25, 27, 35.
- 5 Eliminates breaking of standard boxes.

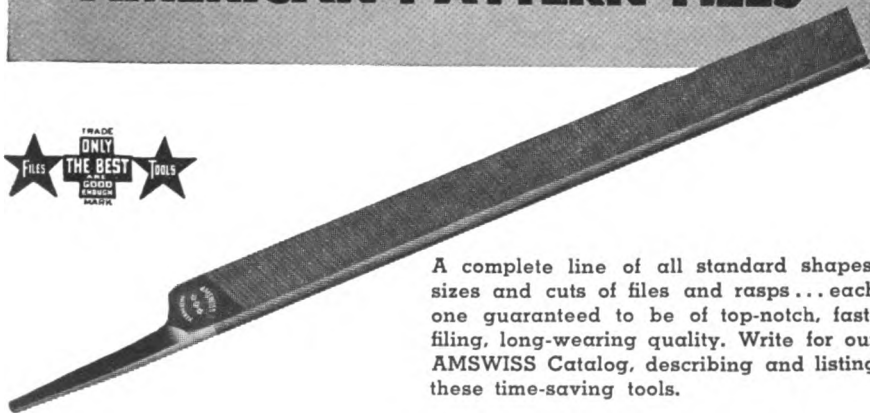
Order Cartons From Your Jobber — Ask for Bulletin A-60

FLEXIBLE STEEL LACING CO., 4616 Lexington St., Chicago 44, Ill.

"JUST A  
HAMMER  
TO APPLY  
IT"

# Amswiss

## AMERICAN-PATTERN FILES



A complete line of all standard shapes, sizes and cuts of files and rasps... each one guaranteed to be of top-notch, fast-filing, long-wearing quality. Write for our AMSWISS Catalog, describing and listing these time-saving tools.

Buy through our Distributor

## AMERICAN SWISS FILE & TOOL CO.

865 MT. PROSPECT AVE., NEWARK 4, N. J.

Also manufacturers of Swiss-Pattern files, milled curved tooth files, rotary files, and mechanics' hand tools.



## Washington NEWS and VIEWS

Reports on Events Affecting  
The Hardware Business

(Continued from page 10)

since replacement buyers and original equipment buyers are not competing customers. FTC says competition was injured because other producers couldn't meet the low price to the auto manufacturers.

Therefore, the FTC examiner recommended that these practices be halted on the grounds that differing prices, even to non-competing buyers, are unlawful if they hurt another seller.

He recommends that the three spark plug makers be ordered to stop quoting lower prices on original equipment plugs than on replacement plugs, or to wholesalers than to retailers, unless cost savings at least equal to the difference in prices can be shown.

**OUTLOOK**—The Commission, in light of past performances, would be likely to go along with the examiner and outlaw varying discounts. However, the Commission's decision is months away and will not come before the early part of 1951. In fact, oral argument on the recommended decision will not get underway for some weeks. With this time lag, interested parties can continue to bombard the Commission and possibly succeed in forestalling unfavorable action.

## Drums, Cans, Barrels Put on Priority List

The basic NPA regulation affecting production of the things bought and sold by hardware dealers is NPA Reg. 2. This regulation blankets all military orders under a "DO" rating, which means that such orders must be given preference by manufacturers.

An amendment to the order sets up specific percentages of rated orders which steel manufacturers must accept each month based on average monthly output during the first eight months of 1950.

Without this amendment it



Is Your  
Plumbing Rubber  
Department  
Geared For Today's  
Selling?

TALK **LAVELLE** TO YOUR JOBBER  
FOR THE COMPLETE  
PLUMBING RUBBER DEPARTMENT!



**LAVELLE**



**No. 5 Lucky Strike  
GARDEN HOSE WASHERS**

"On the spot" salesman  
—reminds your customers  
of their needs in  
Garden Hose Washers.  
12 Garden Hose  
Washers per envelope;  
25 labeled cellophane  
envelopes to display  
carton.

**Security White SOLID  
BASIN, BATH, LAUNDRY  
TUB STOPPERS**

Clear white compound  
with solid base section  
for long non-swelling  
usage! 12 to sturdy tele-  
scope box. Competitive-  
ly priced.



• Made **RIGHT** - Priced **RIGHT** -  
Packaged **RIGHT**...  
For Today's Merchandising!

**No. 36 Lucky Strike  
FAUCET WASHER ASSORTMENT**

Point-of-sale tests prove No. 36 Lucky  
Strike display creates double sales —  
another LAVELLE first.

36 individual packages per unit. Each  
includes 8 Genuine Lavelle beveled fau-  
cet washers in all popular sizes with  
necessary brass screws.



**LAVELLE** Rubber Company

420 N. Wood St., Chicago, Ill.

TANK BALLS • FAUCET WASHERS • FORCE CUPS • HOSE WASHERS • BASIN STOPPERS • REPAIR ASSORTMENTS



for you...  
and your  
customers



## ... best value in sanders by far!

DU-FAST\* OSCILLATING MOTION SANDERS MAKE YOUR "JUST-LOOKING" CUSTOMERS INTO BUYING CUSTOMERS! It's the one and only unit that has the speed and safety of full  $\frac{1}{2}$ " oscillating motion... large  $3\frac{2}{3}$ " x 7" working surface, and the economy of low cost and still lower maintenance. USES STANDARD SIZE SANDPAPER:  $3\frac{2}{3}$ " x 9".

DU-FAST MODEL BDHU 1 OPERATES FROM ANY HOME UTILITY  $\frac{1}{4}$ " ELECTRIC DRILL. (Product of Black & Decker), OR B & D HOME UTILITY 5" DISC SANDER-POLISHER. ATTACHED OR DETACHED IN 10 SECONDS!...

AND ONLY  
**\$14<sup>95</sup>**  
(for attachment)

DU-FAST MODEL SK 1 OPERATES FROM ANY SKIL HOME SHOP  $\frac{1}{4}$ " ELECTRIC DRILL. (Product of Skil-saw, Inc.) ATTACHED OR DETACHED IN 10 SECONDS!...

AND ONLY  
**\$14<sup>95</sup>**  
(for attachment)

## OSCILLATING MOTION

THE ONLY MOTION FOR A PERFECT FINISH!

Even inexperienced beginners get easy, quick, perfect finishes every time. No swirls, no burns, no marring, no kick or buck! It's smooth finishing with DU-FAST... ALL THE WAY.

**NEW!** Ring up plenty of extra sales with the new DU-FAST Handle... converts any DU-FAST model into a light weight, fast-working floor waxer-polisher. Does the job as well, and costs a fraction of ordinary floor polishers.

YOUR B & D HOME UTILITY... AND SKILSAW JOBBER... HAS FULL INFORMATION. IT WILL PAY YOU TO GET IT!

MANUFACTURED BY

# DU-FAST, INC.

32 East Fourth Street, New York 3, N. Y.

Pat. Applied For

would have been possible for a single steel mill to become completely loaded down with military orders and be forced to cut off other customers supplying the hardware and other trades.

In an interpretation to this order, NPA also permitted the Defense Dept. and the Atomic Energy Commission to assign to their suppliers of petroleum products and food the right to apply the "DO" ratings to secure cans, drums and other containers required for the delivery of the order.

This means that barrels, drums, cans and other containers used to package products sold by hardware stores will become increasingly difficult to procure.

**OUTLOOK**—Military demands for items other than actual armaments requiring interpretations such as the one on containers, are more likely to be bothersome to the hardware trade than the impact of metals allocations needed for arms. NPA is expected to issue additional amendments to NPA Reg. 2 following the pattern of the amendment on steel requiring steel producers to accept only a maximum percentage of rated orders. These amendments will probably effect much of military buying so as to lessen the impact on the civilian economy.

## NPA Wants Cut Back In Building Rate

In addition to a proposed cut-back of a third in home-building through tight controls over credit, the government is studying ways of cracking down with restrictions on other types of construction.

The National Production Authority is casting dubious eyes on reports that show the nation is headed for a new record-breaking record for 1950 of about \$25 billion worth of construction. If permitted to continue at this rate the NPA believes that serious shortages of steel, lumber, gypsum board, aluminum, cement and paints will result next year.

Representatives of the construction industry are opposed to any form of controls over building except credit. They told NPA Administrator Harrison recently that the materials situation can best be met by permit-



ting industry to use its discretion in cutting back construction activity.

**OUTLOOK**—Industry's view notwithstanding, additional controls over building are seen as certain. First to be hit under proposals being studied will be non-essential building such as theaters, dance halls, race tracks and so on, with other types of construction regulated soon afterward if not in the original regulation.

**Preserve Records of May-June Business**

By presidential order, all persons who sold or delivered goods or services, or offered them for sale or delivery, in the course of trade or business during the period from May 24, 1950, to June 24, 1950, inclusive, must preserve all their records relating to prices received or asked for such goods and services. Records of the labor, material acquisition and other costs incurred in connection with such goods or services must also be preserved.

The "term" prices includes rentals, commissions, margins, rates, fees, charges, and allowances paid or received. The term goods has the same meaning as the term materials in the Defense Production Act of 1950, and includes raw materials, articles, commodities, products, supplies, components, technical information and processes.

The order does not apply to records relating to sales of agricultural commodities by the individual producer thereof and to records of an individual relating to wages or salary received.  
(Resume reading on page 11)

**HARDWARE HUMOR**

By Hardware Age



"I want a piece this long."

# YOUR CUSTOMERS KNOW

there's No Bother with...



**Why Kester Solder Sells On Sight**

Kester Solder sales are spurred by a vast national advertising campaign in consumer magazines. Also, your customers know, through long experience, that Kester does a perfect job every time.

**Sparkling New Counter Display Carton**



Kester Metal Mender and Radio Solder, fast sellers, still only 25c in most areas, now in their new display carton.

**FREE OFFER:** Now available for your customers "Soldering Simplified" Kester's new 16-page, how to solder booklet. Send for your supply now.

**Kester Solder Company**

4201 Wrightwood Ave., Chicago 39, Ill.  
Newark, New Jersey • Brantford, Canada



# Priority and Price Digest

## News and Interpretations of Government Orders

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### Reading Guide for this page

- ☐ Filing for Regulation W
  - ☐ Steel Priorities Order M-1
  - ☐ Home Repairs—Reg. W
  - ☐ M-2 Limits Rubber Use
  - ☐ M-3 on Columbium Use
- 

### NPA Sets Rules for Handling Priority Rated Steel Orders

An order covering the handling of priority rated defense (DO) orders for steel under the recently established NPA priorities system has been announced. The order, NPA Order M-1, supplementing the basic priorities regulation, sets specific rules for the placing, accepting and scheduling of orders for various steel products which have been assigned a DO priority rating.

The new steel order specifically provides for: (1) "Lead time" in mill scheduling by permitting steel producers to reject rated orders received less than 45 days before the first day of the month in which shipment is requested.

(2) A ceiling for acceptance of priority orders, based on both product and total tonnage. Under this provision, no steel producer need accept "DO" orders for shipment in any one month in excess of specified percentages of his average monthly shipments during the first eight months of this year as follows:

Carbon and semi-finished steel carbon and alloy sheets and strip, carbon pipe, tin mill products, rail and tract accessories, carbon wire rods, wire and wire products—5 pct; carbon hot rolled and cold finished bars and carbon tubing—10 pct; carbon and alloy plates and structural shapes and piling, and alloy cold finished bars—15 pct; alloy semi-finished steel and hot rolled

bars, alloy tubing, and alloy wire rods and wire—25 pct.

Further, no steel producer shall be required to accept "DO" rated orders for a total tonnage of all products in excess of 15 pct in the case of carbon steel and 25 pct in the case of alloy steel of his scheduled production of ingots in any month.

NPA's Iron and Steel Division will assist in locating other steel mill sources when a "DO" order cannot be placed because of the ceiling limitations established by the new order.

### Hardware Store Items Under Regulation W

The Federal Reserve Board has included the following as coming under the section pertaining to "residential repairs, alterations or home improvements," requiring a 10 pct down payment and 30-month maximum maturity:

Air conditioning systems, attic ventilating fans, garbage disposal units and garbage incinerators; water heaters; entire heating systems and heating units for furnaces (including oil burners, gas conversion burners

and stokers), lighting fixtures, electric generating plants, electric wiring, gas or water piping, butane, propane, or similar automatic gas systems or containers, water pumps and pumping systems, plumbing and sanitary fixtures, fencing, awnings, storm doors and windows, screens, venetian blinds and shades, septic tanks.

Also included are kitchen cabinet and kitchen sinks but electric sinks, including dishwashers require a 25 pct down payment with a 15-month period in which to pay.

Not included in the "home improvement" group are space heaters, designed directly to heat the space in which they are located and not designed to transmit heat to other spaces by means of pipes or ducts, and portable window fans.

### Natural Rubber Use Limited by Order M-2

NPA Order M-2 places specific limits on both total new and total natural rubber which rubber users may consume during November and December of this year; limits the consumption of natural rubber latex and provides for a set-aside of imported latex for the government stockpile; and establishes procedures for NPA allocation of synthetic rubber.

This order replaces Order R-1, which has been in effect under provisions of the Rubber Act of 1948.

### Columbium Steel on DO

NPA Order M-3 limits the production, distribution, and use of ferro-columbium and ferro-columbium tantalum to DO defense rated orders which are reserved to procurement by the Defense Dept. and the Atomic Energy Commission.

---

### Don't Forget to File Under Regulation W

*If you sell items on installment sales controlled by Regulation W, you must file your Registration Statement with the Federal Reserve Bank in your district by Nov. 17. If you became subject to Regulation W after Sept. 18 of this year, you must file your Statement within 60 days of the date you became subject to the Regulation. If you operate branch stores, one Statement filed by your main office is sufficient.*

---



# ODORLESS KEYSTONA



**THE PAINT  
SUCCESS OF  
THE CENTURY**

**THE KEYSTONE  
TO BUILD ...**

**GREATER-THAN-EVER  
SALES VOLUME  
FOR YOU**

*Since it was introduced a year ago, the remarkable success of Odorless Keystone has reaped handsome profits for Keystone dealers in their protected territories. If there is no Keystone dealer in your area, write in ... CASH IN ... now!*

Odorless Keystone permits year-round painting without smarting eyes or other discomfort from the objectionable odor of old-fashioned paints. And this one coat oil-base paint is of the same Keystone quality that has set the standard for 40 years—now ODORLESS.

This revolutionary new paint can be the key to a tremendous increase in your bulk business. Once you introduce Odorless Keystone to hospitals, restaurants, food stores and institutions, these volume buyers will never again use ordinary paints!

IN ADDITION TO ODORLESS KEYSTONA, A KEYSTONE FRANCHISE GUARANTEES DEALERS: Quality finishes since 1828 ... A century of public acceptance ... A fair margin of profit in a protected territory ... Complete advertising and merchandising support ... And smash promotions like the amazing Cavalcade of Color Book.

*It will pay you to write us today for details.*

**K KEYSTONE VARNISH COMPANY**

SINCE  
1828

BOSTON • 71 OTSEGO STREET, BROOKLYN 31, N. Y. • CHICAGO

THERE'S A QUALITY KEYSTONE FINISH FOR EVERY SURFACE AND EVERY PURPOSE

# WHAT'S NEW

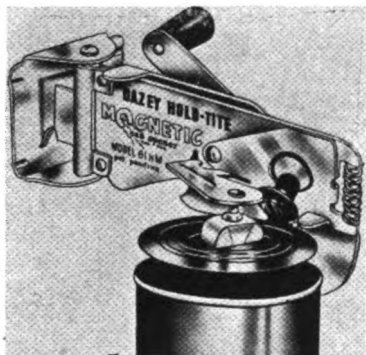
Latest Information on New Hardware Merchandise

(Continued from page 13)

works under water. Retail: \$7.25. *Richberry Electric Co.*, 2335-30 W. Cermak Rd., Chicago 8, Ill.

## Magnetic Can Opener

Hold-Tite magnetic can opener embodies the features of the Dazey can opener plus the magnetic arm which holds the lid after it has been cut from the can. Magnetic material does not



lose its strength. Fair traded to retail for \$3.25. *Dazey Corp.*, St. Louis 7, Mo.

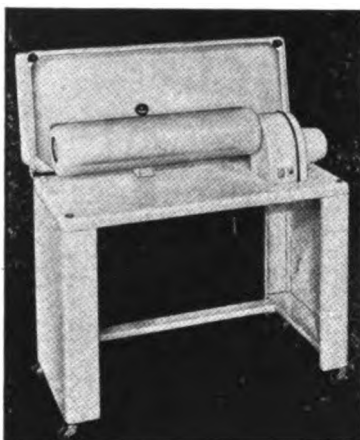
## Utility Bowls

Nested set of three covered round utility bowls for food storage and refrigerator use molded of clear Polystyrene plastic with lids in colors. Lid of each ridged to hold base of next smaller size for stacking without slipping in the refrigerator. Odorless and tasteless. *Plas-Tex Corp.*, 2525 Military Ave., Los Angeles 25, Cal.



## Single Speed Ironer

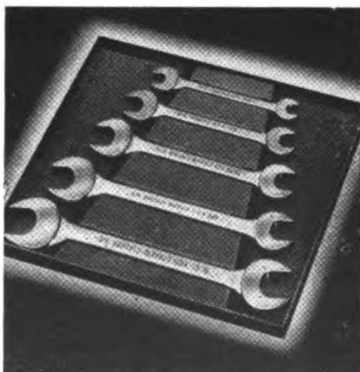
Universal single speed ironer for small home, features a hinged top which may be closed. Ironer



equipped with a free-turning roll, 22 in. long, 5 in. in diameter plus pressure adjustment, scratch-proof, rust proof shoe, emergency release lever, single adjustable knee operated shoe and press control. *Landers, Frary & Clark*, New Britain, Conn.

## Christmas Specials

Two boxed wrench sets, chrome finished open end set packed in a red box with a base



of green, illustrated. Cover is transparent plastic. Combination box and open end set has wing nut and bolt to keep wrenches in place. *Barcalo Mfg. Co.*, Buffalo, N. Y.

## Eversharp Power Mower

Rotary Eversharp power mower model 90 is powered by a 1½ h.p. vertical shaft 4 cycle engine. Features automatic clutch. The 20 in. tool steel cutting blade is adjustable from ¾ to 2½ in. Cutter blade protected. Will cut



within ¼ in. of wall or fence. Leaves cut grass in fine mulch. *Midwest Mower Corp.*, 2235 O'Fallon St., St. Louis, Mo.

## Antifreeze

Winterset, 100 pct. glycol base permanent antifreeze is boil proof. One filling lasts the winter. Formulated to meet heavy duty needs of car, bus, farm equipment and construction machinery cooling systems. Sepconite, chemical inhibitor prevents



rust and corrosion. Will not clog cooling system passages. In one gallon cans, 5 gallon pails and 54 gallon drums. *Speco, Inc.*, 7308 Associate Ave., Cleveland 9, Ohio.

## Deep Fryer

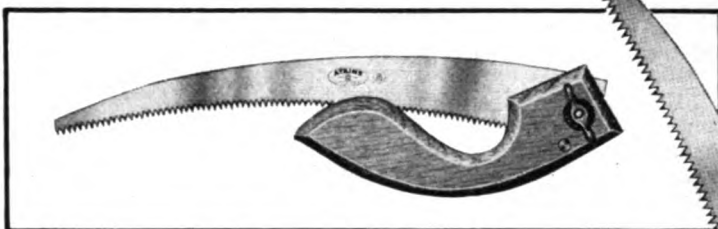
Dominion chrome-finished Fry-O-Matic deep fryer features complete automatic control. Keeps shortening and oil at proper temperature. Round, seamless alu-



# ATKINS

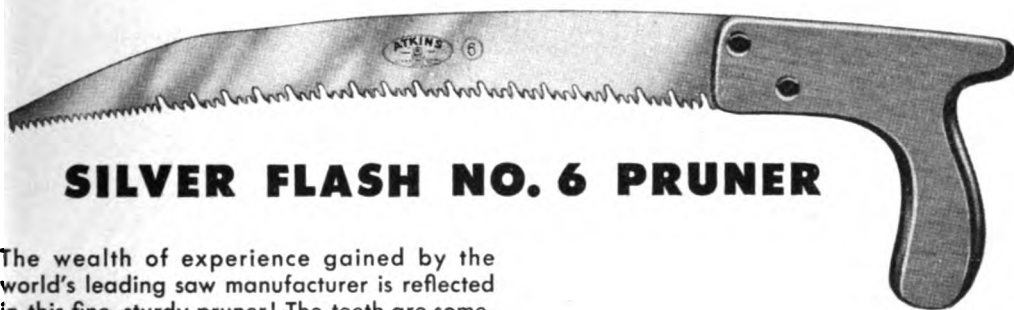
**PROFITS  
from  
PRUNING**

## ATKINS NO. 18 FOLDING PRUNER



Now — right now! . . . is the time to make sure your stocks of Atkins "Silver Steel" and "Silver Flash" pruning saws are complete! . . . The finest grade of steel, the finest precision workmanship, the most modern designs distinguish the Atkins line of pruning saws

—make them fast-turnover, sure-profit items clear through the season! . . . Your customers will like the No. 18 "Silver Steel" Folding Pruner with its fine hardwood, folding handle (easy to carry in pocket) and highly polished blade.



## SILVER FLASH NO. 6 PRUNER

The wealth of experience gained by the world's leading saw manufacturer is reflected in this fine, sturdy pruner! The teeth are somewhat smaller than in other saws of this type for easier and faster cutting of small limbs and twigs. Taper point has 3-inch section of 8-point peg teeth for easy starting. Hardwood

pistol grip handle . . . Every pruning need is supplied by the complete ATKINS line—you need never disappoint a customer!

only ATKINS makes *"Silver Steel"* products

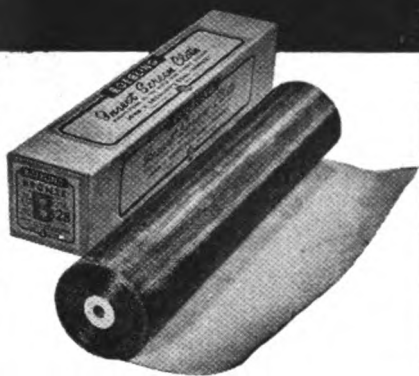


### E. C. ATKINS AND COMPANY

Home Office & Factory: 410 S. Illinois Street, Indianapolis 9, Indiana  
Branch Factory: Portland, Oregon—Knife Factory: Lancaster, New York  
Branch Offices: Atlanta • Chicago • New York • Portland, Oregon

# Today it's Roebbling!

## FOR BRONZE INSECT WIRE SCREENING WITH SELL IN IT!



IT PAYS YOU BEST to feature Roebbling Bronze Insect Wire Screening! For one thing, it is backed by 70 years' experience in weaving wire, plus Roebbling's engineering skill . . . screening by Roebbling wins instant acceptance. Roebbling's is the finest bronze screening your customers can buy. It lasts longer . . . it is uniform in weave and color . . . it won't rust . . . it meets the requirements of commercial standards CS-138-49.

Roebbling Bronze Insect Wire Screening comes in effective display cartons labeled for instant identification . . . 100-ft. rolls per carton . . . a full range of standard widths from 24 to 48 in. Bright and Antique finishes.

Mail coupon now for all the facts.

## WOVEN WIRE FABRICS DIVISION

JOHN A. ROEBBLING'S SONS COMPANY  
ROEBBLING, NEW JERSEY



Woven Wire Fabrics Division  
John A. Roebbling's Sons Co., Roebbling, N. J.  
Gentlemen: Please send me full information  
about your Bronze Insect Wire Screening and  
the complete Roebbling Insect Wire Screening  
line.

Name . . . . .  
Company . . . . .  
Address . . . . .  
City . . . . . State . . . . .

A CENTURY OF CONFIDENCE

# WHAT'S NEW

minum cooking chamber. Four qt. capacity holds 3 lbs. of shortening or oil. Equipped with



Chromolox steel-clad element. Wire basket rests on fryer edge. Faucet drains liquid from fryer. *Dominion Electric Corp., 120-50 N. Elm St., Mansfield, Ohio.*

## Kitchen Light Bulb

A 150 watt light bulb for kitchens, no larger in diameter than a 100 watt bulb. Called Kitchen Lite, this incandescent bulb is rated at an average life of 750 hrs., operates on standard

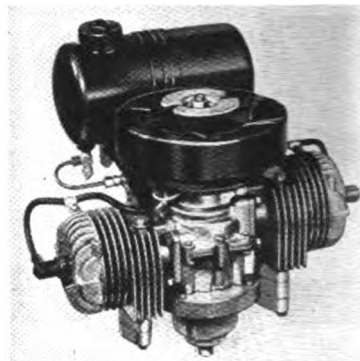


115, 120 and 125 volts. Retail: 20 cents. *Sylvania Electric Products, Inc., 500 Fifth Ave., New York City.*

## Gas Engines

Model 360, 2 h.p. vertical twin cylinder type gasoline engine in aluminum. Made for use on rotary type power mowers of blade diameter sizes up to 21 in. Adaptable for other applications requiring vertical shaft drives. Engine features Mist-Type lu-

brication. Adaptor mounting flanges incorporating a third bearing arrangement are available. Special flange made with mounting bolt holes on an 8 in.



circle allowing for interchangeability. *Power Products Corp., Grafton, Wis.*

## Push Drill

Yankee push drill No. 45, equipped with eight drill points stored in black Tenite plastic magazine handle. Made for boring small holes in wood or plastics, drills range from 1/16-11/64 in. in size. Aluminum cap screws over end to hold drills in

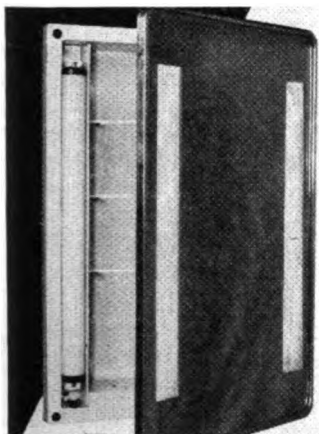


niches. *North Bros. Mfg. Co., Division of Stanley Tools, Lehigh Ave. and American St., Philadelphia 33, Pa.*



## Medicine Cabinet

Holley non-glare steel medicine cabinet, self illuminated. Features lights recessed in cabinet behind plate glass mirror.



Finished in baked white enamel. Has three adjustable shelves. Portholes simplify changing lights. All hardware chrome plated, full piano hinge. Equipped with switch, receptacle, razor blade slot and rubber bumpers. L. E. Holley, 1430 Liberty St., Harrisburg, Pa.

## Oven Barbecue

Hostess oven barbecue, a set of two chromed steel brackets, 7½ by 5½ in., that slip onto a roasting pan and an 18-in. chromed steel spit. Set is boxed, with instructions and cooking temperature chart. Packed 24 to

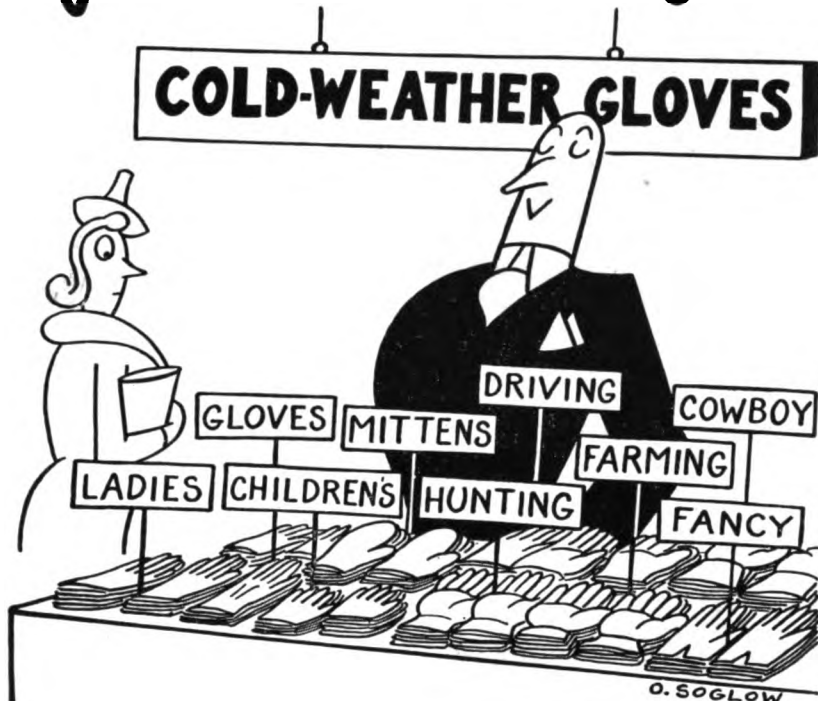


a carton. Retail: \$1.95. Shepard & Co., 2867 S. Robertson Blvd., Los Angeles, Cal.

## Plastic Hip Boots

Seal-Dri Hipper No. 1100 made of Vinylite plastic. Stocking foot boots, they may be worn inside any shoe. Hipper is attached to the belt by Nylon fabric straps. Folds to fit in pocket. Available in small, medium and large and in brown. Individually packaged in display cartons,

# Big business in Brown Jersey



There's always a jump in Jersey sales when the North Wind starts to blow! And brother, that's when your counter full of Jersey Gloves by BOSS pays off! The sweet part of it is that the BOSS line has something for *everybody*—Brown Jersey mittens and gloves in all popular styles, plus a full line of fancy patterns and colors for *children*—cowboy cuffs included! If you aren't properly stocked to cash-in right now—write your wholesaler or mail the coupon below.



THE BEST KNOWN NAME IN  
**WORK GLOVES**

61ST YEAR - THE BOSS MANUFACTURING COMPANY - KEWANEE, ILLINOIS



The Boss Manufacturing Company  
Kewanee, Illinois

Gentlemen: Please send folder on "How to Sell More Work Gloves" and samples of BOSS newspaper mats, similar to one shown here.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

My glove wholesaler \_\_\_\_\_

# Victor traps

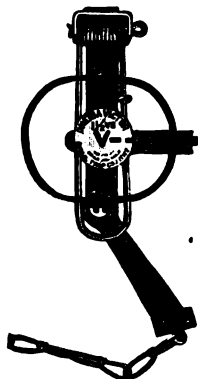
YOUR BEST BET  
FOR Bigger SALES

This is the time to feature the sales-producing line of Victor Traps. These consistent sellers "pay-off" in a handsome, money-making way!

Trappers know that Victors have what it takes to hold their catch—that's why they buy them time and time again. Today there's big money in mink... so prominently display these three Victors. Your customers will want them—and buy them!

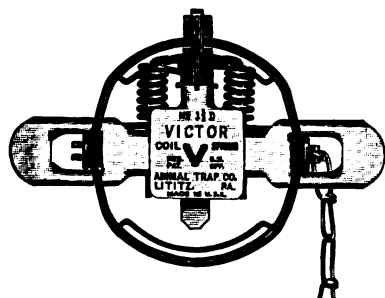


▲ No. 1½ Onelda Jump—for mink—also marten, skunk and opossum. Single spring. Jaw spread, 5½".



◀ No. 1½ VG Victor Step-Less—for mink—also marten, muskrat, skunk and raccoon. Jaw spread 4½".

▼ No. 1½D Onelda Victor Coil—double jaws for mink—also muskrat, raccoon, skunk. No. 1½ with plain jaws. Jaw spread 4½".



Better check your stock of these and all other Victor Traps... reorder from your jobber and "latch-on" to some good, profitable business.

**ANIMAL TRAP COMPANY OF AMERICA**  
Lititz, Pa. • Pascagoula, Miss.

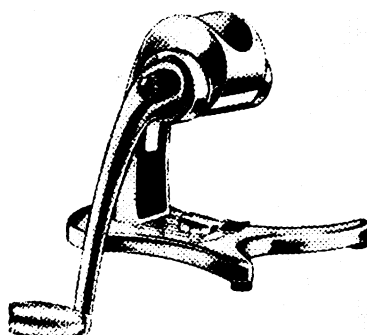
## WHAT'S NEW



showing product name, illustration of garment and sales story. Retail: \$3.95. *Seal-Dri Sportswear Co.*, 2514 Kilburn Ave., Rockford, Ill.

### Food Chopper

Rival Grind-O-Mat meat grinder and food chopper is portable and features a suction base. Packed with each unit is a 16-page Menu Maker & Recipe Book. Two models available, combination chrome, Magaloy and baked enamel, model 350, to



retail for \$9.95, and an all-chrome model, AK 350, to retail for \$12.95. *Rival Mfg. Co.*, Kansas City, Mo.

### Cleaner-Polisher

A 6 in. cleaner-polisher that also does sanding, drilling in metal or wood, portable grinding and wire brushing, bench grinding and buffing and rubbing. Drills up to ¼ in. holes in metal, ¼ in. in wood and equipped with carbide-tipped drills, drills up to

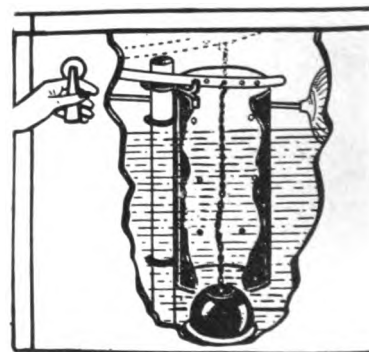
¾ in. in stone, tile, concrete. Works quickly in grinding and cleaning metals as a portable or bench tool. No-load speed of 1300 rpm. Packaged with set of accessories and wrenches for



quick conversion. *Cummins Portable Tools, division of Cummins Business Machines Corp.*, 4740 Ravenswood Ave., Chicago 40, Ill.

### Flush Valve Guide

Alert flush valve guide device consists of a red brass cylinder equipped with rust proof coil springs, solid brass kinkless chain and a rubber ball valve. Alert employs a frictionless



method for guiding the ball to the valve seat. Retail: \$2. *Ardmore Products Co.*, 15 E. Lancaster Ave., Ardmore, Pa.

### Flight Model Kit

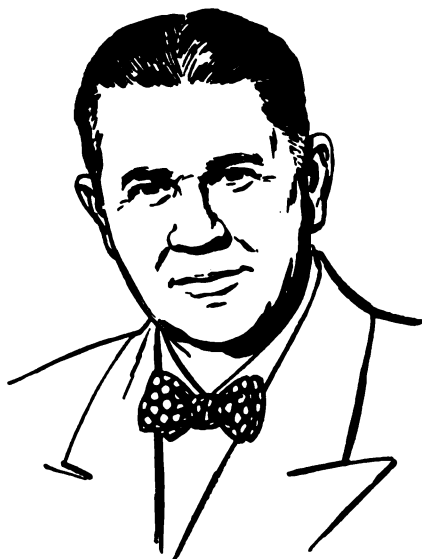
Zephyr 5 model kit for .049 and similar size engines. Parts completely prefabricated; construction all-balsa including



# To make profits promote PROFIT-MAKERS

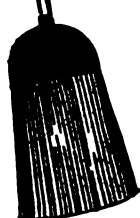
When prices are rising and profits shrinking, the items to push are those that make you money. We have such items for you in this revolutionary new Modglin line, backed by powerful national advertising. These Modglin products turn over fast. All of them pay you an extra wide profit margin. To give you service we've warehouse stocks in New York, Chicago, New Orleans, Los Angeles. We've done everything we could think of to give you a real profit-making deal. If you can think of anything else, I wish you'd write me personally. Stock these items and display them . . . put them out where Mrs. Public can see them and learn what a *Gold Mine* there is for you in the Modglin line.

*Bill Modglin*



## MODGLIN Perma-broom

Magnetic pick-up of Electrene Bristles picks up dirt as you sweep. Perma-broom comes in many gay colors. It's washable, durable and economical. Makes ordinary brooms obsolete. Over 4,000,000 sold to date. Free display stand with 2-doz. order. *Pays extra wide profit margin. Please write for details.*



## MODGLIN Perma-broomette and Dust-ette

Child-size toy Perma-broom . . . "just like Mother's." Dust-ette is a beautiful small plastic dust pan. Both available in many colors. *Pay wide profit margins. Write for details.*



## MODGLIN Pick-ette

Newest and finest toothpick made of flexible plastic. Comes approximately 72 picks to the box in many sparkling colors. Retail for 10¢. Makes wooden toothpicks old-fashioned. *Pays extra wide profit margin. Write for details.*



## MODGLIN Perma-scrub

**Leader of the Modglin Line**

Revolutionary new scrubber for pots and pans. Removes grease and burned food in a jiffy. Keeps hands out of dishwater. Outmodes old-fashioned scouring implements. In many lovely colors. *Pays extra wide profit margin. Write for details.*



## MODGLIN WHISK-OFF

More than 5,000,000 Whisk-Offs purchased by American consumers in only two years. Replaces old-fashioned whiskbrooms. Comes in many beautiful colors. Free counter display stand with order of 3-doz. assortment. *Pays extra wide profit margin. Write for details.*

## MODGLIN Combs and Brushes

Known around the world for quality. Beautifully designed, expertly made of finest materials. All popular colors including fashionable new pastel shades introduced by Modglin. Priced for maximum turnover. *Pay wide profit margins. Write for details.*



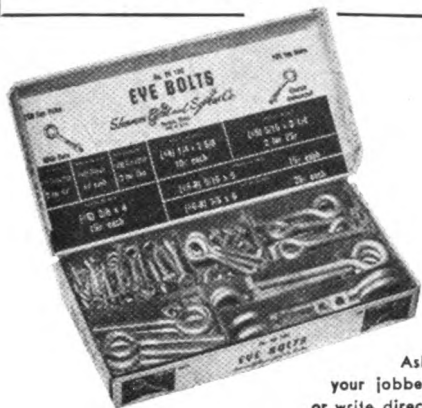
**DO THIS  
NOW!**

Learn what these revolutionary new Modglin products can do to pay you faster, larger profits from smaller shelf and floor space. Write to "MODGLIN, Los Angeles 65" and ask for a sales representative to call.

**Don't waste it hunting  
all over your shelves to  
make a 10 cent sale.**



- 8 SIZES—ELECTRO GALVANIZED
- 100 EYE BOLTS—OPEN EYES
- NUTS ATTACHED



Ask  
your jobber  
or write direct

*Sharon Bolt and Screw Co.*  
BOSTON 10, MASS.

[illegible]

Every One of Sharon's 60 Assortments is completely refillable... each package clearly informative and illustrated. Ask your jobber or write direct.

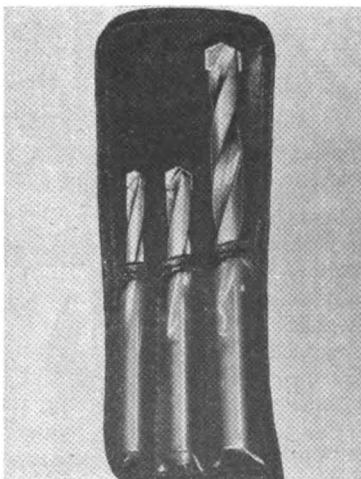


*Sharon Bolt and Screw Co.*  
BOSTON 10, MASS.

## WHAT'S NEW

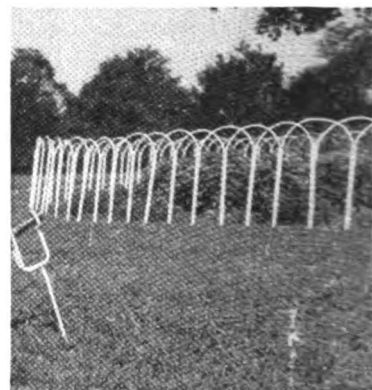
cemented. Wing, 28 in., has ready formed air foil, is undercambered, and has correct bevel for polyhedral joints. Retail, \$1.98. *Testor Chemical Co., Rockford, Ill.*

**Roll kit of carbide tipped masonry drills for home. Kit contains three drills in 1/4, 3/8 and 1/2 in. sizes. Drills can be used in hand brace or electric drill for drilling in brick, concrete, tile, plaster. Available in Super Spiral flute design permitting drilling of above materials without stopping for dust removal. Super Tool Co., 21650 Hoover Rd., Detroit, Mich.**



Albertson has released for resale to consumers through the hardware trade the following items heretofore sold only to plants: Carpenter and builders' general purpose 6 in. electric hand saw, capacity 2 in.; No. 1835 7 in. bench grinder; No. 1869 6 in. bench grinder; No. 1822, 1/4 in. drill tool set; for home shop for drilling, grinding, wire brushing, cleaning; 1/4 in. electric drill No. 1885, pistol grip type, equipped with Hex Key chuck; 1/4 in. electric tool set, No. 1825; polisher sander No. 1865, for farm craftsman and home. *Albertson & Co., Inc.*, Sioux City, Iowa.

Erekta fence is bonderized for rust resistance and finished in baked enamel. Erekta hinge, welded on, permits the interlocking of the units. Basic unit made of 1/4-in. steel rods, 21 in.



high and 12 in. wide. Pointed ends. Placed side by side the interlocking units form an arch-shaped fence that can be turned to any angle. *Erekta Fence Corp.*, Brooklyn 1, N. Y.

**Velva-Flo aerator spray consists of a 40 in. length of heavy duty rubber tubing with a Firestone aerator head. Latter may be slipped off when needle spray is desired. Attaching end of**



# A NEW WHITE STEEL TAPE

## BLASTS PRICE STRUCTURE

6-ft. (106W)

**98c\***

8-ft. (108W)

**\$1.19\***

10-ft. (110W)

**\$1.49\***

Evans WHITE-TAPE meets and beats any push-pull steel tape on every count—and sells for at least 40% less. Outselling comparable tapes 2 to 1.

\* All prices a few cents higher Denver West

**JET BLACK MARKINGS ON SNOW WHITE STEEL** with big bold numerals for quick, easy reading. High carbon steel blade is tempered, Bonderized, enamelled and baked on new electrothermically controlled equipment. Tape stays "live", stays white far longer. White both sides.

**STURDY DIE-CAST CASE** with exclusive "sure-grip edges". Heavily chrome plated.

**MEASURES INSIDE AND OUTSIDE.**

**NEW EXCLUSIVE AUTOMATIC BRAKE** prevents creep, yet does not touch either surface of tape. Can't blur numerals or graduations.

**REPLACEMENT BLADES** at real economy.

**FULLY GUARANTEED** for accuracy and workmanship.

### DISPLAY-PACKED TOOL

Each White-Tape individually boxed. Each dozen packaged in multi-color display unit with additional counter or window display card.

### "LOW-INVENTORY" ASSORTMENT

Now you can also buy a special one-dozen display unit carrying all sizes for low inventory investment. Includes six 6-ft., four 8-ft., two 10-ft. tapes.



**Evans & CO.**

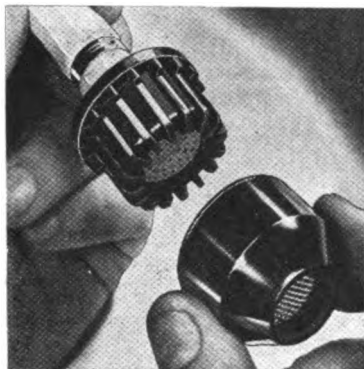
57 BRANFORD ST., NEWARK 5, N. J.  
Makers of Evans 6-ft. folding rules,  
and "The Folding Yardstick"

**FULL  
MARK-UP**  
YOUR JOBBER'S  
SUPPLY IS  
LIMITED

To be sure of delivery, order now.

# WHAT'S NEW

tube has a fit-all rubber cone to fasten over most any spout or



faucet. Retail \$1.59. *Chicago Specialty Mfg. Co.*, 2954 W. Lawrence Ave., Chicago, Ill.

## Aluminum-Tank Torch

Improved aluminum-tank torch weighing 2 lbs. Made for all types of handyman chores and general repair work. Filling operation requires no special tools.



Lock on torch's stuffing box nut prevents backing out of valve on burner. Tank is welded and guaranteed leak proof. *Otto Bernz Co., Inc.*, Rochester, N. Y.

## Plastic Pipe

Carlton plastic pipe recommended for a wide range of farm applications. May be used for transmission of drinking water as well as for fowl and livestock watering. Available in standard sizes up to 6 in. Unaffected by rot, rust and corrosion. Flexible

Carlton can be curved around corners, under ceilings and into walls. May be installed above or below frost level without damage. Furnished in lengths from



20 to 400 ft. *The Carlton Products Corp.*, 10325 Meech Ave., Cleveland 5, Ohio.

## Perculator Top

Perc-Tone aluminum top, tells you, shows you, when coffee percs. Little pin bobs up and down, by sight and sound when water boils. Easy to clean. Fits most standard percolators. Re-



tail: 35 cents. *Perc-Tone Aluminum Products, Inc.*, P. O. Box 55, Brooklyn 21, N. Y.

## Self-Pressure Blow Torch

For light shop work and hobby-craft uses is the self-pressure blow torch packed in a die-cut display box. Uses and features of the torch printed on the sides.

Half pint torch, No. 59 for gas and 60 for alcohol, has soldering iron rest and windshield. Polished brass tank is 3½ in. diameter at the base to prevent tipping, holds 7½ oz. of fuel and



burns 3½ hrs. full open at 1700 deg. *F. Turner Brass Works*, Sycamore, Ill.

## Gas Range

Acorn-Oriole 36-in. gas range, 5025, features one-piece divided top, two giant and two standard aluminum head Harper center-simmer non-clog burners, automatic top burner lighter and deep burner trays. Equipped



with waist-high roller, drawer type broiler, oversize oven with automatic oven heat control and double-glass window. *Perfection Stove Co.*, 7609 Platt Ave., Cleveland 4, Ohio.

## Impakdriver

Porter Impakdriver translates the impact from a hammer's blow into a great amount of torque. Useful for starting stubborn nuts, bolts, or screws, and for working in hard to get at places. Available alone or in sets



# NOW **MILLIONS**

will **SEE**

REVERE'S "KITCHEN JEWELS"  
on NBC's *T.V. Network*



Revere Copper and Brass Incorporated is presenting the famous television program "Meet the Press" over NBC's great network of stations to tell the story of its complete service to industry and to the public. So, now, tens of millions of families will see Revere Copper Clad Stainless Steel Ware's many advantages demonstrated on the T.V. screen. This is in addition to our powerful campaign of beautiful, big, four color page advertisements in the country's great magazines. This combination of T.V. and magazines is going to create sales. So tell the folks in your community that *you* handle Revere Ware. Display it in windows and on counters. Identify yourself with this great, business building brand. Remember two good names are better than one.

REVERE COPPER AND BRASS INCORPORATED

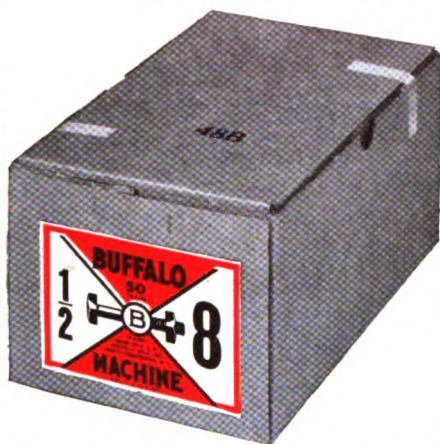
Rome Manufacturing Company Division, Rome, N. Y.



Capitalize on these  
Advantages of

# STURDY

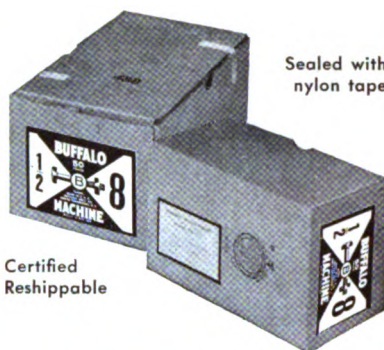
## HANDY-PACK BOLT CARTONS



● Handy-Packs contain the same small lot quantities of bolts that have been standard for years. Cut thread carriage and machine bolts have nuts attached as always.

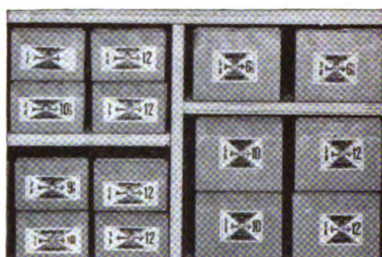
### STURDY HANDY-PACK CARTONS

are constructed of corrugated board with a certified bursting strength of from 125 to 200 lbs. per sq. in. depending on bolt size. The cartons are packed in wooden boxes...can be ordered in carload or less-than-carload lots. Every carton is sealed with nylon tape...is certified reshippable. Tying and wrapping are not required when you reship. Sturdy Handy-Packs are superior in every way to ordinary 'paper' cartons. Warehousemen, jobber salesmen and sales clerks who have tried them don't want anything else. Order your bolts from Buffalo and enjoy the many advantages of Handy-Pack.



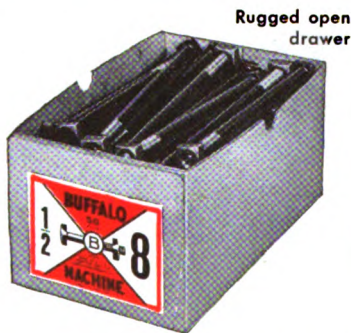
### IN DISTRIBUTOR WAREHOUSES

Handy-Packs are sturdy...can be moved, handled or even dropped without breaking. They can be stacked neatly and easily without crushing or toppling. They save time...eliminate costly spillage, mixing and sorting.



### IN JOBBER SALES

Sturdy Handy-Pack bolt cartons have sales features never before available. Jobber salesmen respond by pushing the line...because they have something 'extra' to sell. Sales go 'way up.

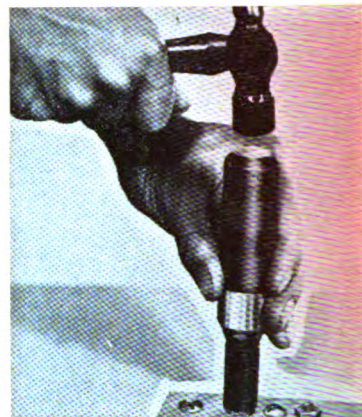


### IN RETAIL OUTLETS

Handy-Pack covers are marvelous open drawers for bolt cabinets. They save time...eliminate opening cartons every time you make a sale. The Handy-Pack covers are sturdy...won't bulge, tear or crumble.

## WHAT'S NEW

with different combinations of alloy steel bits and sockets for



various sizes and types of fasteners. *H. K. Porter, Inc., Somerville, Mass.*

### Insulated Equipment

"Mr. Murphy Has a Vault" is the title and subject of a booklet on insulated products. Floor plans of Mr. Murphy's office reveal the shortcomings of his arrangement and demonstrate the advantages of point-of-use safe equipment. *Remington Rand, Inc., 315 Fourth Ave., New York City 10.*

### Walking Doll

The Betsy Walker doll, 21 in. tall, walks alone, swinging her arms, legs and head. She has eyes that roll and sparkle with real-life lashes that close when she's asleep. Made of Tenite, her head and face are plastic and breakproof. Doll is attired in lace-trimmed organdy outfit with Korseal panties. Retail: \$19.95. *The Walkalon Mfg. Co., Chicago, Ill.*



**WRITE** for this free circular on quantities and weights of Handy-Pack Cartons.

## BUFFALO BOLT COMPANY

North Tonawanda, N. Y.

Sales Offices in Principal Cities. Export Sales Office:  
*Buffalo International Corp., 50 Church Street, New York City*

PRODUCERS OF CIRCLE ® PRODUCTS — BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS



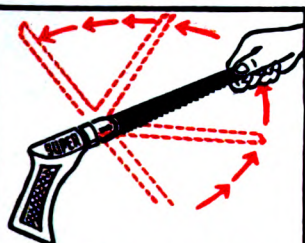
# ALLWAY SUPER SAW

**Check THESE Exclusive ALLWAY FEATURES**

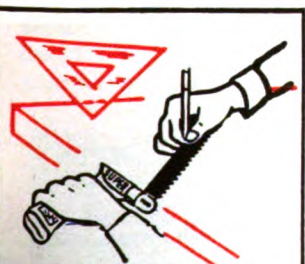
1. Scientifically Designed Pistol Grip Handle
2. Blade sets in Any Angle or Plane
3. Positive Lock with Flick of Finger
4. Cuts Metal, Wood, Plastic, Bone, etc.
5. Display Card Mounted



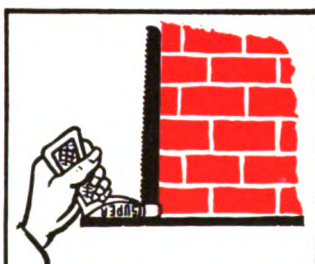
Half turn on lock, allows blade to be rotated and locked in any plane.



Full turn on positive lock, allows blade to pivot and lock on 45° steps covering 180°.



Used as mitre rule edge. Mark and cut.



Used as mitre square. Check and cut.

COMPARE the ALLWAY SUPER SAW with any other saw of this type!

1. Comfortable Pistol Grip, the combined result of over 400 grip tests.
2. Roto-Index Chuck...no tools needed to set the blade in any angle or plane.
3. Simple Finger Flick Lock...lock or unlock blade with just half a turn of this exclusive Finger Lock Lever. No thumb screw or bolts to set.
4. Cuts almost anything...anywhere...Wood, Nails, Bone, Metal, Plastics, etc. For tough jobs in hard to get at places.
5. Packed on 3 color disposable display card for more sales. Use it and throw it away.

Sell the ALLWAY SUPER...another member of the ALLWAY TOOL family which includes the famous ALLWAY HANDY and ALLWAY MASTER saws,

## ALLWAY MANUFACTURING CO.

2061 BRONX STREET • BRONX 60, N. Y.

*Sales Builder*  
Three Color  
Disposable  
Display  
**Free**

Packed in Individual  
Shipping Carton



Sales Representatives

**JOHN H. GRAHAM & CO., INC.**  
105 DUANE ST. • NEW YORK 8, N. Y.



# TO HELP YOU SELL

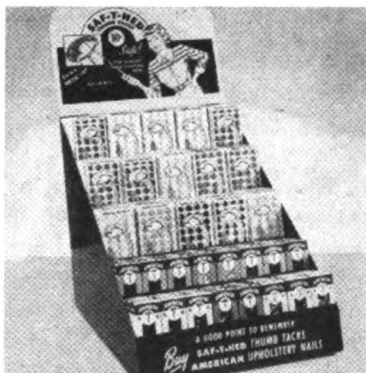
## New Displays and Other Dealer Sales Helps

(Continued from page 13)

garden tool purchasers by a coupon addressed to the plant packed with each tool. *Seymour Smith & Son, Inc.*, Oakville, Conn.

### Tack Display Rack

Free metal display rack with each purchase of any one of the 18 dozen assortments of thumb tacks or furniture nails. Unit is  $10\frac{3}{8} \times 8\frac{1}{4} \times 12$  in. Deal 18S includes 18 dozen Saf-T-Hed thumb tacks in nine colors; 18A includes 18 dozen American thumb tacks in nine colors with plastic paint finish; 18N is an assortment of 18 dozen American upholstery nails including Leather-



oid upholstery, ornamental, hammered head, brass plated furniture and nickel plated furniture nails. *American Tack Co., Inc.*, Flatiron Bldg., New York City 10.

### Jacobsen Story

In a 61-page booklet, the Jacobsen Story is offered to dealers. The booklet covers the different dealer aids available, the advertising program undertaken by the company, shows a map indicating the whereabouts of the Jacobsen warehouses and provides a short history of the company itself. The Jacobsen-Worthington line of mowers and attachments is illustrated and described in the booklet. *Jacobsen Mfg. Co.*, Racine, Wis.

### Day-Glo Display Card

Lawter's Day-Glo dealer display card displays swatches of the actual fluorescent water col-



ors, against a black background. Easel back display card is  $11\frac{1}{2} \times 14\frac{1}{4}$  in. Display is free with each initial order. Lawter offers a dealer Day-Glo promotional plan including color swatches, price information and details on using the colors with black lights. *Lawter Chemicals, Inc.*, 3550 Touhy Ave., Chicago 45, Ill.

### Dobbins Merchandiser

Sprayer and duster equipment merchandiser No. 1000 is lithographed in three colors and varnished,  $26 \times 35$  in. Constructed from heavy weight paper board with 24 in. easel and reinforcing

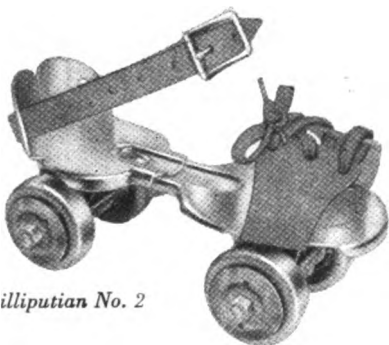


Small fry go for  
*Lilliputian*  
skates



...and so do their parents

Fast moving off the shelves of dealers as they are on the flying feet of moppets, Lilliputians are true extension sidewalk skates, especially designed for children from 3 to 6 or 7.



Lilliputian No. 2

Safety for small skaters is built in: small diameter wheels (to lower center of gravity) adjust with foot plate for proper alignment on feet and good balance. Heel and toe straps hold small feet securely. Two models: No. 1, wheels mounted directly on axle; No. 2, genuine ball bearing skate.

SEE YOUR JOBBER OR WRITE DIRECT  
FOR SKATE CATALOG



1951 Catalog  
of Union Hardware's  
Complete Line  
of Fishing Rods...  
Glass, Bamboo, Steel,  
including a full line  
of Nyglox,  
tubular glass rods.  
Write for your copy  
today



# Here's why Home-Utility means Big Christmas Profits for You!



## NEW! 3 Big Electric Tool Kits! More Chances for Sales!



**HOME-UTILITY 1/4" DELUXE DRILL KIT**—Drill, bench stand, 13 bits, wire wheel, grinding wheel, buffing wheel, arbor, tube of compound, metal kit. Complete for \$39.95.



**NEW HOME-UTILITY 1/4" DRILL KIT**—Drill, 7 high-speed bits, arbor, wire wheel brush, rubber backing pad, 3 sanding discs, all in fitted metal box. Complete for \$29.95.



**NEW HOME-UTILITY SANDER-POLISHER KIT**—Sander-Polisher, backing pad, bonnet, 3 sanding discs, chuck, 7 bits, 4 wood augers, countersink, wax, polish, steel case. \$49.95.

Other Home-Utility Electric Tools, accessories and kits cover all needs and price ranges.

Prices shown are list prices

## BIGGEST Advertising Campaign Yet! Helps pre-sell your customers!



Over 23 Million GIANT Christmas Ads! (1½-page, two-color) will appear in *Post*, *American Home*, *Better Homes & Gardens*, *Popular Mechanics*, *Popular Science*, *Country Gentleman*, *This Week*!



Also FREE Merchandising Aids for You! Ad reprint, colorful streamer, newspaper mats, radio scripts, display ideas. FREE display piece for Dealers owning H-U Merchandiser.

SOLD BY LEADING DISTRIBUTORS EVERYWHERE

CASH IN  
ON THIS  
PROFITABLE  
PROMOTION

**ELECTRIC  
HOME-UTILITY  
TOOLS**

ORDER NOW  
FROM YOUR  
HOME-UTILITY  
DISTRIBUTOR

HOME-UTILITY Division, BLACK & DECKER Mfg. Co., Dept. H-653, Towson 4, Maryland

Powerful HOME-UTILITY Christmas advertising and merchandising features movie stars ANNE BAXTER and HUGH MARLOWE starring in "ALL ABOUT EVE," a 20th Century-Fox picture, produced by Darryl F. Zanuck.



## The Amazing No. 700 Bridgeport Master Assortment



This dispenser board—the most costly and successful ever offered the trade—is yours at no extra cost.

You pay only for the screw drivers. The expensive board, a permanent dispenser, goes along to you without extra charge. It is a sound, practical, yet modest investment for any dealer anywhere.

Order a No. 700 Master Screw Driver Assortment today at \$44.59. Should your jobber be unable to

supply you, send to us and we'll bill through our jobber in your territory.

**THE NO. 700 MASTER ASSORTMENT**  
80 SCREW DRIVERS  
32 TYPES AND STYLES  
SQUARE BLADES, ROUND BLADES  
STUBBYS — PHILLIPS — SURE GRIPS  
ALL WITH AMBERLITE HAMMER-PROOF HANDLES  
It's a complete department of high grade screw drivers retailing from 30c upwards.

### THE BRIDGEPORT HARDWARE MANUFACTURING CORPORATION BRIDGEPORT, CONNECTICUT

Please send one #700 Assortment.

Our jobber is: ..... or bill through your jobber in our territory.

NAME .....

ADDRESS .....

CITY ..... STATE .....

## TO HELP YOU SELL

turnback at top and bottom. Unit available with order of any seven compressed air units plus a minimum of \$19.50, dealer's cost, of other Dobbins sprayers and dusters. *Dobbins Mfg. Co., Elkhart, Ind.*

### Arvin Easels

Arvin Annie 2-color easels to use as counter cards, shelf displays or window decorations. Six easels, 6½x8½ in., available in



kit. Each shows Arvin Annie making a sales point for one of the electric housewares products. In kit is a large 4-color streamer on the Llectric Cook. *Arvin Industries, Inc., Columbus, Ind.*

### Children's Cook Book

"Sugar an' Spice and All Things Nice," cook book written by Mrs. Julis Kiene, director of the Westinghouse Home Economics Institute, for youngsters in the third grade and up. Includes 32 pages of easy-to-make recipes from muffins to breakfast for mother. Each page illustrates with colorful drawings the instructions on the page. Dealers purchase books and give them free to youngsters in the store with their parents. Available to public for 25 cents. *Westinghouse Electric Corp., Mansfield, Ohio.*

### Gun Digest

The fifth edition of *The Gun Digest* has been enlarged and improved. Offers information on guns, ballistic charts, guides, tables as well as special articles and cross references. Contains over 200 pages of halftone and



**Biggest  
News**

**in Portable Electric Hand Lamp History!**

**The NEW**

**Big  
Beam Jr.**

**MODEL No. 111**

(Not a Flashlight)

Retails at  
**\$6.75**  
Less  
Battery

**Throws Powerful Brilliant Light  
ANYWHERE-ANY TIME**

**For Motorists - Sportsmen - Farmers - Others**

BIG BEAM Jr. has been especially designed for people at work or play who want powerful, brilliant light when and where they need it . . . and at a price that meets every pocketbook. There's a huge volume market—your customers who will want BIG BEAM Jr. for unlimited sports, utility and emergency uses.

**Here are some reasons why it's the best lamp of its kind:**

- Positive battery connections — no wires to connect.
- Lamphood—4" diameter, 24-gauge steel, nickel chrome plated.
- Lens — Heavy, double-strength glass, convex type.
- Reflector — Parabolic, brass, silver plated.
- Switch — Cutler-Hammer, finger-tip control, mounted on lamp-head.
- Battery case and hinged cover — 20-gauge steel; weather-proof and rustproof.
- Handle — One-piece, 4" long — designed for proper balance.
- Weight — 48 ounces.

**SIMPLE • ECONOMICAL • BUILT TO LAST A LIFETIME**

**NATIONALLY ADVERTISED in Leading Consumer, Farm, and Outdoor Magazines.**

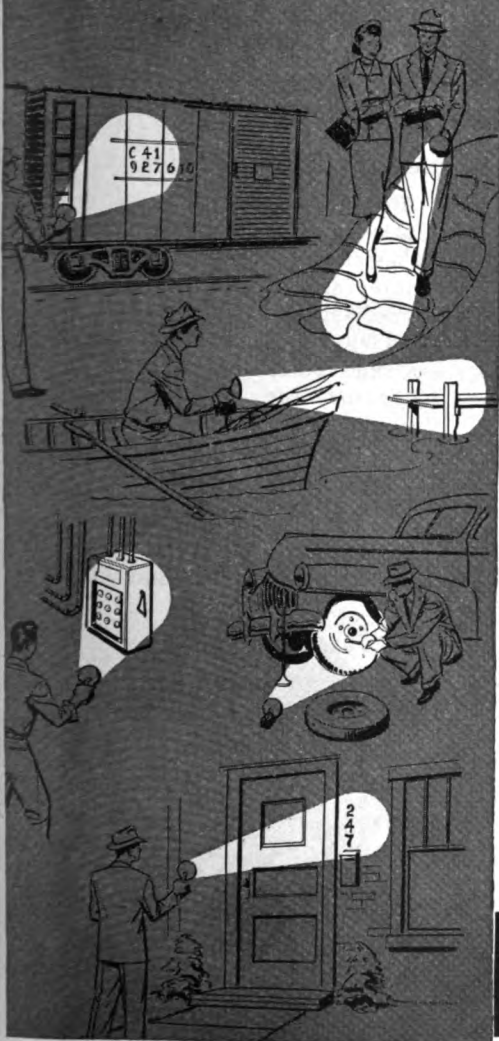
Stock and display BIG BEAM Jr. and be among the first to cash in on this latest addition to the BIG BEAM Family. So see your jobber or write us—NOW!

Big Beam Portable Electric Hand Lamps also available in larger dry-cell and storage-battery models. Tested and proved by thousands of users in every industry, in every state, and in many foreign countries.

**U-C LITE MANUFACTURING CO.**  
1036 W. Hubbard Street, Chicago 22, Illinois



Operates on one standard lantern battery



**Lamson**  
SINCE 1837

## CUTLERY

GIFT PACKAGED AND PRICED  
TO BRING YOU MORE SALES

### "Master" Matching Steak Sets

The most strikingly beautiful sets on the market! Hammer forged—Stainless Steel blades—taper ground—mirror finished... gleaming Beautywood handles that keep their brilliant new appearance indefinitely. Handsomely packaged in simulated leather gift box.



**Ps4330M—Combination Steak Set**  
**\$18.00 list.**  
Others from \$6.00 list.

### CARVING SETS

A complete range of styles and prices. Your customers are sure to want them to use themselves or choose for others.



**No. 37s43M — Carving Set —** Hammer forged—Stainless Steel—mirror finished... genuine stag... stainless caps... lined leatherette case—**\$15.00 list.**

Others from \$10.00 list.

### OTHER LAMSON SETS

Other Lamson Cutlery Sets include Kitchen Sets, Cleaver Sets, Table Cutlery Sets, Bar B Q Sets and Fruit Sets as well as individual pieces for every kitchen need.

Sets from \$2.50 list.

When you sell LAMSON you sell  
"A Product You Can Trust"

Send for illustrated literature!

**LAMSON & GOODNOW**

MFG. CO.

Shelburne Falls, Mass.

# TO HELP YOU SELL

line illustrations and is bound in a plastic coated four-color cover. *Wilcox & Follett*, 1255 S. Wabash, Chicago 5, Ill.

### Syncro Promotion Kits

Christmas promotion kit merchandising Syncro jig saw, sander and hone, including a



counter piece, No. C-5, 28 in. long and 10 in. high, employing comic carton technique. Unit is die-cut to take the arm of the saw which holds it in position. The other two items are placed on the counter in front. Two window streamers are paper reproductions of the cardboard piece. Also in kit is an eased window center piece, two window flankers, easel, two different window flankers and the counter display C-5. Pieces are in colors. This kit is for large dealers. Smaller kit available for small stores. Available free to Syncro dealers. *Syncro Corp.*, Oxford, Mich.

### Paint Specification Card

Specification card with the latest information concerning specification chemicals for the government and its contractors and also general information regarding chemicals required for protective surface treatments of industrial metals. *American Chemical Paint Co.*, Ambler, Pa.

### Socket Wrench Display

In the August 24th issue an item describing the socket wrench display made by *The Penens Corp.*, 3900 Wesley Terrace, Shiller Park, Ill., mentioned the company as *The Penes Corp.*

### Catalog, Selling Guide

A 64-page combination buying catalog and selling guide 17 for steel, goods, shovels and repair handles. Dealers may identify tools which are sought by showing pictures and specifications of every standard pattern of fork, hoe, rake, cultivator and special purpose farm and garden tool and industrial steel goods, plus shovels, spades and repair handles. Sales talk given beneath each photo. *The Union Fork & Hoe Co.*, 9 Buttles Ave., Columbus 8, Ohio.

### Cory Parts List

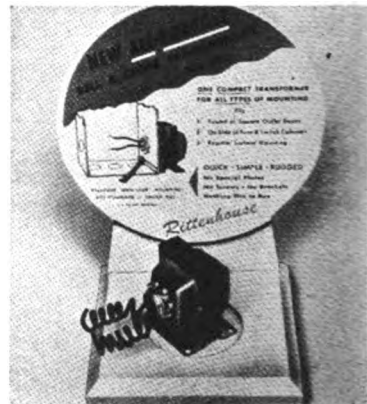
Cory has issued a parts chart showing the component parts for each model in the company's line. For mounting on wall or under glass, it shows each part together with models in the line which will fit and gives part numbers and price information necessary. *Cory Corp.*, 221 North LaSalle St., Chicago 1, Ill.

### Electric Supply Folder

An eight page folder entitled, "Sales-Rate Electrical Supplies" makes stocking the small electric counter simple. Based on sales of cord sets and electrical devices in 10,000 retail stores, this catalog sales rates over 250 items. *Monowatt, Inc.*, 66 Bissell St., Providence, R. I.

### Rittenhouse Display

Rittenhouse three color wooden counter display features a model of the Rittenhouse bell and chime





SEL

Selling Guide  
re combination  
selling guide  
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dealers may  
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Display  
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features a  
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AS ADVERTISED IN  
THE SATURDAY EVENING  
**POST**

**Fairchild**  
precision equipment  
aerial cameras  
aerial surveys  
sound recording  
electric motors  
and home tools



MIX PAINT



SAND FURNITURE



SCOUR PANS



SHARPEN



POLISH

Householder Kit  
Perfect Gift for the Home  
**\$24.95**

DRILL WOOD  
OR METAL

series . . . and a famous leather-balanced  
Fairchild drill . . . packaged complete in a  
Fairchild Householder is the perfect gift.  
The quicker, easier, better way to do a  
hundred odd jobs. And for "the man who  
knows" it is the gift of thoroughbred quality  
yet so light a little girl uses it easily. Yes  
easily. And the reason is Fairchild's built-in  
reduction gear . . . more power with less  
weight . . . rugged power from one of the  
famous light precision Fairchild fractional  
HP motors.

Write for FREE BOOKLET No. 20, illustrating the famous  
Fairchild Electric Home Tools

**Fairchild**  
INDUSTRIES, INC.  
electric motors and tools  
BURLINGTON, VERMONT

*Good gift item...  
a woman uses it  
as often as her husband.*





## Good News—

"Now, all **Johnson XLO Music Spring Wire** is made from imported, improved Swedish rod. **Johnson** researchers plus the resources of Swedish steelmakers have developed an electric furnace steel, with closely controlled analysis, which is being used exclusively in **Johnson Music Spring Wire**.

"When your customers want a high grade steel spring wire—you can supply him with the exact size of wire he wants conveniently and easily. Simply keep a stock of the most frequently used sizes on hand. **Johnson XLO Music Spring Wire** comes to you in ¼ lb., ½ lb., and 1 lb. packages for easy handling and attractive display."

**Johnson XLO Music Wire—the wire of a thousand uses.**



# JOHNSON

STEEL AND WIRE COMPANY, INC.  
WORCESTER 1, MASS.

New York	Philadelphia	Cleveland	Detroit	Akron	Chicago
Atlanta	Houston	Tulsa	Los Angeles	Toronto	

## TO HELP YOU SELL

transformer with the Quik-Lock mounting. Display has 5½ in. square base, is 9 in. high. *The Rittenhouse Co., Honeoye Falls, N. Y.*

### Spot Remover Display

Electrified display unit for Spray-Kleen spot remover. The 14x18 in. window and counter display printed in color is equipped with an underwriters' approved electric flasher and extension cord. Furnished free with a dozen 6-oz. Spray-Kleen dispensers retailing for 98 cents.



Other sales aides include window banners, newspaper mats, glossy prints, easels and suggested copy for newspaper ads. *Bostwick Laboratories, Bridgeport 5, Conn.*

### Gift-Instruction Card

With each Umco aluminum tackle box is packed a combination gift and instruction card. Printed on wood grain paper, the card is 5x3⅞ in. *Upper Midwest Mfg. Co., Minneapolis, Minn.*

### Tax Chart

Revised Delbridge social security and withholding tax chart, a hinged-card, visible index system. Shows the withholding deductions effective Oct. 1 and the 1½ pct. social security deductions. Three line grouping of answers eliminates reading across columns. Available in four editions for weekly, biweekly, semimonthly or monthly payroll periods. Retail: \$3.50. *Delbridge Calculating Systems, Inc., 2510 Sutton Ave., St. Louis, Mo.*

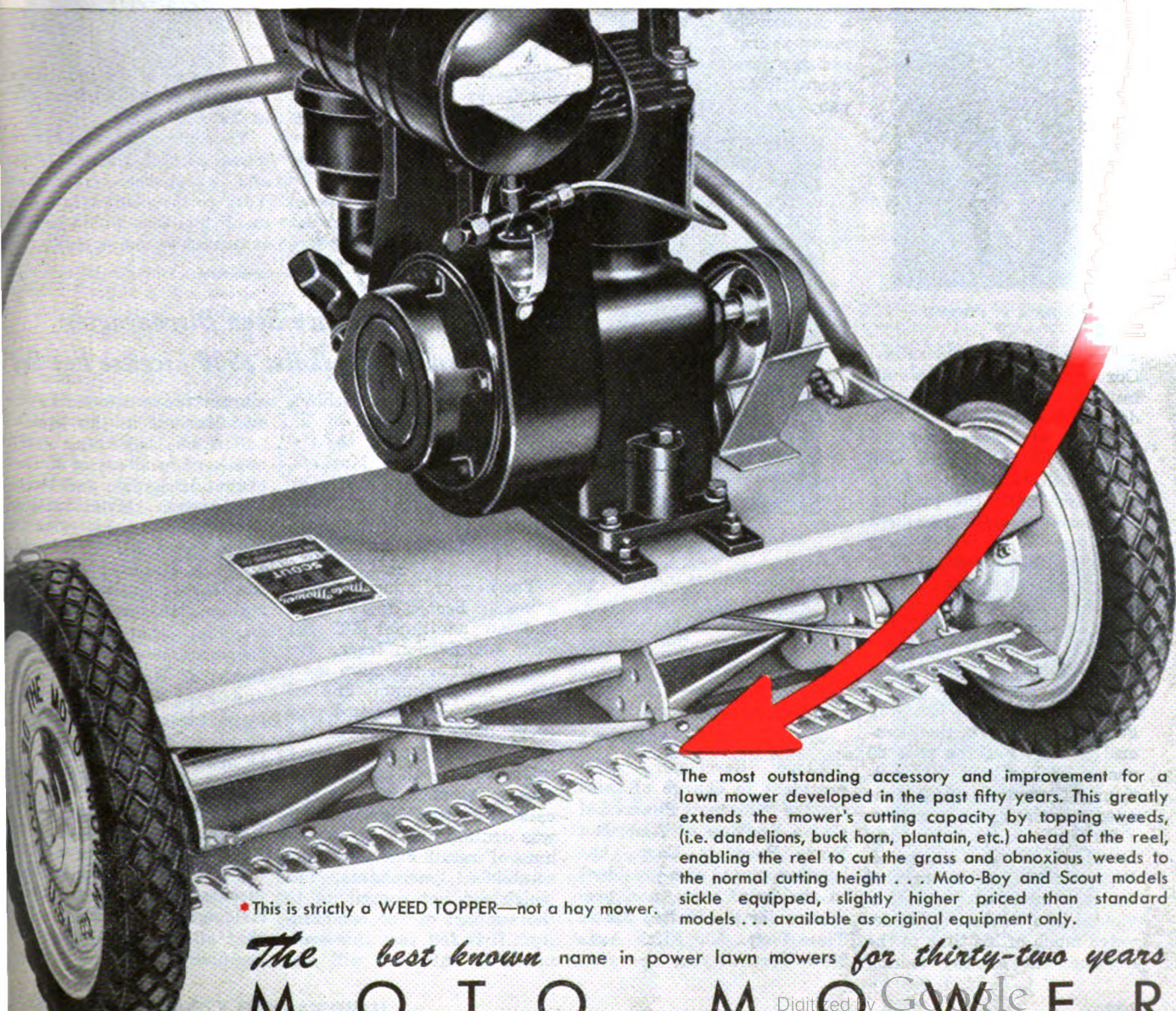
(Resume reading on page 14)



# Announcing MOTO-MOWER™

*with*  
**\*WEED TOPPER**  
*first*

fundamental improvement  
in Power Lawn Mowing  
*now available on*  
MOTO-BOY and SCOUT  
as optional equipment at the factory



The most outstanding accessory and improvement for a lawn mower developed in the past fifty years. This greatly extends the mower's cutting capacity by topping weeds, (i.e. dandelions, buck horn, plantain, etc.) ahead of the reel, enabling the reel to cut the grass and obnoxious weeds to the normal cutting height . . . Moto-Boy and Scout models sickle equipped, slightly higher priced than standard models . . . available as original equipment only.

• This is strictly a WEED TOPPER—not a hay mower.

*The best known name in power lawn mowers for thirty-two years*

**MOTO-MOWER**

1600 Woodward Ave.

Detroit 1, Michigan

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## Reorganize Cullum & Boren Elect G. F. Pierce, President

George F. Pierce has recently been elected president of Cullum & Boren Co., 1509-11 Elm St., Dallas 1,



**GEORGE F. PIERCE**

Tex., hardware wholesalers. Gordon F. Cullum was simultaneously elected vice-president of the company. T. M. Cullum, who organized the company in 1902, and who has served as president from that time until the present, has been made president emeritus. Will W. Wilson, formerly vice-president, has been made chairman of the board of directors.

Mr. Pierce became affiliated with the firm in 1915, starting as a sales representative. After several years he returned to the house handling general office work, then general buying. For the past 20 years, he has held the positions of general sales manager, secretary and treasurer.

Mr. Cullum, the son of the founder, joined Cullum & Boren in 1925. He traveled for a number of years, advanced into the house and devoted much of his time to the development of the fishing

tackle phase of the business. He has handled the buying and merchandising of this department for about 10 years.

J. T. Wilson has been elected secretary and treasurer. He has been affiliated with the company for 42 years, spending a major part of that time on the road. He has been a member of the board for many years. J. A. Denson is assistant secretary and treasurer. He has served the company for 38 years, many of



**GORDON F. CULLUM**

which as credit manager. The company covers Texas, Oklahoma, half of Arkansas and Louisiana and the eastern strip of New Mexico.

### BERNEGGER DIRECTS U. S. TIME SALES

Lloyd Bernegger, vice-president in charge of sales for the Whitehall Pharmacal Co., a division of American Home Products Corp., has been appointed vice-president in charge of sales, and promotion for the United States Time Corp., 500 Fifth Ave., New York City.

Mr. Bernegger spent 10 years with American Home Products, serving as vice-president in charge of sales for the Whitehall Pharmacal Co. He was also a member of the executive committee in charge of sales and promotion of all company products.

### GERRY DIETZ HEADS DIETZ LAMP CO.

For the fourth consecutive generation a son has followed his father to the presidency in the 110-year-old firm, the R. E. Dietz Co., Syracuse, N. Y.

Robert E. Dietz was made chairman of the board and his son Gerry J. Dietz was promoted to presidency of the company.

R. E. Dietz was elected president in 1936.

Gerry J. Dietz has served in the company in various capacities for the past 13 years



**GERRY J. DIETZ**

and worked in the plant summers during his student days at Yale.

This move followed the removal of their general offices and warehouses from New York to the plant location so as all facilities would be concentrated in one spot.

## New Town Ordinance Seen Discouraging Farmers' Markets; \$500 License Fee Set

Oyster Bay, Long Island, N. Y., has approved of an ordinance regulating the operation of Farmers' Markets. These markets are shacks or trucks set up along highways, selling a variety of merchandise, including hardware lines.

The new ordinance imposes a yearly license fee of \$500 and an additional \$25 for each sub-division leased for selling within the main market. A maximum fine of \$100 will be charged for every day's violation of the law.

Demand for this regulation sprang from a nearby so-called Farmers' Market which was draining off a large volume of retail business from established merchants, but which did not contribute to the support of the community. It is felt that this ordinance if enforced, will dis-

courage the location of Farmers' Markets in this area.

Petitions bearing 1400 names of members of Massapequa, Hicksville and North Massapequa civic associations endorsing the ordinance were given to the board. Elliot A. Haller, president of the Harbor Green civic association, Massapequa, said it was felt that through the cooperation of the County Board of Health, the Police and Fire Departments and by virtue of the license fees required, the markets would be discouraged.

In Just Among Ourselves, in the July 13 issue of **HARDWARE AGE**, the harm this gypsy type of selling is causing established dealers was discussed as was the need for civic agencies to make certain that all local ordinances are complied with.



# THE TRADE ★ ★ ★ ★ ★ ★ ★

NOVEMBER 2, 1950

## TAMPA HARDWARE ELECTS HARRY ORR VICE-PRESIDENT

Harry F. Orr has recently been elected vice-president and manager of Tampa



HARRY F. ORR

Hardware Co., Tampa & LaFayette Sts., Tampa, Fla., wholesalers, which recently acquired Knight & Wall's retail hardware store. Palmer Smith is treasurer and credit manager and W. E. Myers, sales manager. Mr. Orr was formerly associated with the F. C. Penney Co., for the last 13 years, the past eight of which were in the capacity of assistant manager of the Tampa store. Mr. Smith was formerly associated with Knight & Wall as assistant treasurer.

Since the acquisition, Tampa Hardware has completed extensive remodeling

and added several new departments. At the present Tampa handles builders hardware, industrial and household hardware, marine hardware, fishing tackle, sporting goods and potted plants.

## REM-CRU TITANIUM NAMES OFFICERS

Directors and officers of Rem-Cru Titanium, Inc., Bridgeport, Conn., a new manufacturing company for titanium and titanium alloy products, jointly owned by Remington Arms Co., Inc., and Crucible Steel Co. of America, were announced recently.

Chairman of the board of Rem-Cru is C. K. Davis of Bridgeport, Conn., president and general manager of Remington. President and a director is W. H. Colvin, Jr., of New York, president of Crucible.

The other officers and directors are: director, M. R. Warden, vice-president and assistant general manager of Remington; director and vice-president, R. S. Poister, Crucible vice-president in charge of operations; director, vice-president and treasurer, W. U. Reisinger, Remington vice-president and treasurer; director, L. L. Ferrall, Crucible director of metallurgy; vice-president, W. F. H. Matlage, Remington director of production; and secretary, K. R. Vogel, secretary of Crucible.

For the present, manufac-

## Appoint Bauer Vice-President Woodbury Hardware Company



ALBERT BAUER

Albert Bauer has joined Woodbury & Co., and Woodbury Hardware Co., wholesalers, 2262 NW Nicoli St., Portland, Ore., as vice-president and director of each.

He will direct wholesale merchandising and distribution of steel products and all types of tools, equipment and supplies used in the hardware and industrial field. During the war he managed the Kaiser Oregon Shipbuilding Yard, St. Johns. Since the war he has managed Kaiser interests in Oregon, handling ship conversion and repair work at Swan Island, field construction jobs and in the past year the building of the Detroit dam.

turing and sales headquarters of Rem-Cru will be in Bridgeport. Later the headquarters will be established at Pittsburgh.

## GLIDDEN CO. APPOINTS ASS'T. TREASURER

The appointment of St. Clair M. Smith as assistant treasurer of the Glidden Co., Cleveland, Ohio, was announced recently.

Formerly staff assistant to the treasurer of the Calco Chemical Division of American Cyanamid Co., Mr. Smith has had wide experience in banking and financial work. Prior to his association with Calco, he served for six years as assistant to the controller of the International Silver Co.

## ELECT GERKER MIDWAY V. P., GENERAL MANAGER

The election of C. J. Gerker as vice-president and general manager of The Midway Tool Co., Inc., Melvin, Ohio, was announced recently by Henry B. Horner, president.

Mr. Gerker was formerly general sales manager of the company. He will continue to direct sales in addition to management of all factory operations.

Prior to joining Midway two years ago, Mr. Gerker was associated with The George Worthington Co., Cleveland, for more than 20 years.



C. J. GERKER

## Steltz Liquidating Agent for McAleer

Wm. Geo. Steltz, president, Supplee-Biddle-Steltz Co., hardware wholesalers, Philadelphia, Pa., was recently appointed at a special stockholders' meeting of E. J. McAleer & Co., 1422 N. 8th St., hardware wholesalers, Philadelphia, Pa., sole liquidating agent.

to the future of this long established business either the manufacturing or wholesaling phase. The announcement was made by John C. Leitenberger, who was elected, simultaneously, president of McAleer. As liquidating agent, Mr. Steltz may be addressed at Box 94, Philadelphia, Pa.

No decision was reached as



**AL "FAST TURNOVER"**



**LEN "WITH A TIDY PROFIT"**



**ALLEN Junior Key Kit COUNTER CARD**  
AS ADVERTISED IN POPULAR SCIENCE

A dozen 7-size hex-key assortments, enabling the buyer to fit any hex socket set screw from No. 8 to 1/2" or any socket head cap screw from No. 3 to 5/16". Displayed to catch the eye. Priced to sell on sight at 75 cents.

Dealer's price \$6.03 complete as illustrated. List price \$9.00. Dealer's Profit \$2.97. Buy from your Allen Hardware Jobber. For further details on this and other

key and screw merchandisers, write directly to the factory.

**ALLEN**  
MANUFACTURING CO.  
Hartford 2, Connecticut, U.S.A.  
NEW YORK, CLEVELAND, DETROIT, CHICAGO, LOS ANGELES

# Elect M. O. Land President Walker Mfg. & Sales Corp.

Walker Mfg. & Sales Corp., St. Joseph, Mo., has recently elected M. O. Land, president. Mr. Land had previously served in that capacity from the foundation of the company in 1932 until 1938. From that period until his recent re-election he was treasurer.

Other officers elected include: W. J. Barnes, vice-president, R. L. Douglas, secretary, and Lakin Meade, Topeka, Kan., treasurer. Upon the death of R. A. Walker this year, Mr. Land and his asso-

ciates purchased the entire interests of the Walker estate as well as the remaining interest of the late W. F. Kirkpatrick. They now operate the company as sole owners and successors of the Walker Mfg. Co.

The company was organized in 1932 for the manufacture of the draft regulator invented by Mr. Walker. Manufacture of those regulators exclusively will continue to be the chief concern of the re-organized company.

## MULLINS APPOINTS MGR. OF MERCHANDISING

C. D. Alderman has been named to the new position of general manager of merchandising for Mullins Mfg. Corp., Warren, Ohio. Mr. Alderman joined Mullins in 1938. Before the war he was a regional sales manager in Washington, D. C., and served during the war in the army ordnance department as a major. He returned to Mullins after the war as assistant sales manager of the company's Youngstown Kitchen division, moving to the post of sales manager in 1948 under Charles A. Morrow, who remains as vice president in charge of merchandising.

Other promotions announced at the same time are D. F. Rucks, Jr., from the position of assistant sales manager to sales manager of the kitchens division.

M. L. Ondo, formerly in charge of Mullins' national builder sales, becomes as-



D. F. RUCKS, JR.

sistant sales manager and manager of builder sales.

J. A. Rishel, Jr., moves from manager of appliance sales to assistant sales manager and manager of appliance sales.

## INDUSTRIAL FINISHES SEMINAR HELD BY LOWE

The Lowe Bros. Co., Dayton, Ohio, conducted a five-day industrial finishes seminar for its industrial salesmen the week of Oct. 9.

The meetings headed by Edward F. Teyber, industrial division manager, covered many phases of creative selling, new product development, and the latest techniques of spray application of Lowe Brothers industrial finishes. Assisting in the presentations were J. B. Woods, industrial division sales manager; E. W. Fasig, general superintendent; B. R. Hanson, director technical service laboratory, and Dr. J. M. Purdy.



C. D. ALDERMAN



# Johnston Lawn Mower Corp. Names Two to Sales Posts



ROBERT M. WILEY



R. E. MILLER

Johnston Lawn Mower Corp., Ottumwa, Iowa, has announced the appointment of Robert M. Wiley as north-eastern sales manager and Robert E. Miller as western sales manager.

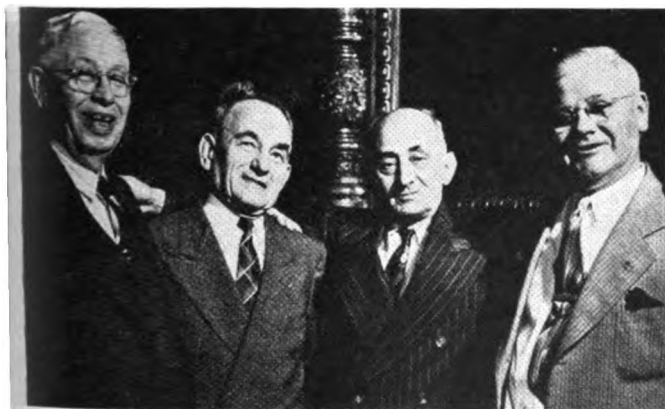
Mr. Wiley, no stranger to the lawn mower field, will call on wholesalers in a territory that extends South to Kentucky and to the coast and from the Ohio-Indiana line east. He was previously connected with the G. W. Davis Corp., lawn mower manufacturer of Richmond, Ind., which he joined in 1949.

Mr. Wiley is well known to the hardware trade, having traveled extensively over the United States since his dis-

charge from military service in 1946 when he became associated with the Reading Hdwe. Corp., Reading, Pa. He was appointed its mid-western representative in 1947.

Mr. Miller's joining the Johnston Lawn Mower Corp. marks his re-entry into the lawn mower field. He had been, at one time, representative for the Eclipse Lawn Mower Co. in the California territory. Prior to going with Johnston he was with The Union Hdwe. & Metal Co., wholesale hardware firm of Los Angeles, Calif. Thus he has acquired a wide acquaintanceship in the territory he will cover for Johnston, which is comprised of the 11 western states.

## Nesco Service Award Dinner



A total of 217 years of service is represented by the four men above who were guests of honor at the Annual Nesco Service Awards Dinner at the Knickerbocker Hotel, Milwaukee, Wis. They are August Zastrow, 56 years; Stanley Zella, 53 years, Peter Zella, 56 years and John Winkel, 52 years. The dinner honored 72 men and women with a total of over 4,763,000 working hours.

*Mr. Dealer*

WHY DON'T YOU  
SELL GLASS



No longer do you have to depend on one or two individuals in your organization to handle glass sales.

Now any of your employees either man or woman can sell a customer a piece of glass cut to his exact requirement. All you need is a FLETCHER Automatic Glass Cutting Machine.

## THE FLETCHER GLASS CUTTING MACHINE

- SAVES SPACE •
- SAVES BREAKAGE •
- SAVES TEMPER •

The machine which uses standard FLETCHER Glass Cutters as pictured above will save valuable space in your glass department. It mounts vertically instead of being horizontal like the conventional glass cutting board. It can be mounted on your glass rack or wall.

The glass rests on a metal straight edge and has a vernier adjustment to insure perfectly square cuts. Full length metal measuring scales are also adjustable. Pressure on the cutting wheel is easily controlled. All major moving parts are equipped with ball bearings for long trouble-free service. The machine has been approved by the City of New York Bureau of Weights and Measure for accuracy.

Ask your jobber salesman about this machine ... the machine that actually cuts the glass under controlled even pressure. If your jobber does not handle the FLETCHER, write us direct for complete information.

**THE FLETCHER-TERRY COMPANY**  
479 SOUTH STREET • FORESTVILLE, CONN.

## NAME N. Y. OFFICE MGR. FOR P. & F. CORBIN

E. V. Pomeroy, vice president of The American Hardware Corp., New Britain, Conn., announced the appoint-



CASIMIR W. WOJACK

ment of Casimir W. Wojack as manager of the P. & F. Corbin Division, New York City office. Mr. Wojack replaces Clifton McKenna, who retired from that position last year.

In 1938 Mr. Wojack joined the Corbin organization as a sales trainee. Three years later after completing the firm's on-the-job training he entered the contract sales department. In 1941 he was transferred to marine hardware sales work and in 1943 he was placed in charge of all the company's marine hardware sales.

Mr. Wojack was appointed sales representative in 1944 for the Boston territory, but resigned a year and a half ago to accept a position with Sargent & Co., in New Haven. He left Sargent to take over his new duties as Corbin's New York City office manager.

## HONEYWELL VALVE FIELD SALES UNIT SET-UP

An independent national field sales organization has been set up by Minneapolis-Honeywell Regulator Co., Wayne & Roberts Ave., Philadelphia, for its Valve division. The nucleus of the new organization will consist of regional sales managers and a staff of upward of 20 who will concentrate on promoting diaphragm control valves to users, instrument and original equipment makers.

In addition, the company will make use in some areas

of field staffs now assigned to industrial, commercial and other products of various company divisions.

The men assigned to the new organization, the territories they will cover and the regional manager of each, were announced as follows: eastern region: R. Schlegel, manager, with New York headquarters; branch salesmen: F. F. Pimentel, William Demorest, Charles Hunter, J. Douglas, D. Douglas, R. Love, and Roy Brown; mid-Atlantic region: T. L. Smith, manager, with Philadelphia headquarters; branch salesmen: R. Lempke and H. Frederick; central region: George W. Brown, manager, with Cleveland headquarters; branch salesmen: H. Fox, H. Hoffman, D. Yerks and T. Mac-

Donald; mid-west region: R. R. Scott, manager, with Chicago headquarters; branch salesmen: R. Easter and J. Barolak; southeast region: L. Crowe, who will work out of Atlanta; southwest region: C. F. Woods, manager, with Houston headquarters; branch salesmen: F. Benthall and H. Odom.

The mountain, north coast and Pacific regions will be managed by W. A. Clements with Los Angeles headquarters, and the northwest region by R. R. Scott.

## PLYMOUTH CORDAGE

Ropemakers of Plymouth, the history of the first 125 years of the Plymouth Cordage Co., Plymouth, Mass., has been written by Captain Samuel N. Morison.

## NEW SALES EXECUTIVE FOR R. B. & W. BOLT

Rollin B. Plumb, formerly vice-president in charge of sales for Eagle Lock Co., Terryville, Conn., has recent-



ROLLIN B. PLUMB

ly joined Russell, Burdsall & Ward Bolt & Nut Co., Port Chester, N. Y., in an executive capacity.

## THOR FORMS TWO EXPORT UNITS

The organization of two export corporations to operate as Thor sales and service branches in western Europe and South America has been announced by Neil C. Hurley, Jr., president, Independent Pneumatic Tool Co., Aurora, Ill.

In western Europe, the new corporation, Thor Tool Continental, Inc., is located in Antwerp, Belgium, and operating under the direction of Vance B. Turner. Mr. Turner for the past three years has been Thor western Europe export representative with headquarters in Brussels.

Thor Tool Hemisphere, Inc., is the new South American corporation located in Sao Paulo, Brazil. Donald E. Rendall, manager, will supervise Thor sales and service throughout South America from the new headquarters.

## BELKNAP WAREHOUSES

Belknap Hardware & Mfg. Co., 111 E. Main St., Louisville 2, Ky., has purchased four warehouses on the northwest corner of Magnolia and Dixie Highway for \$75,000. The buildings have 50,000 sq. ft. of floor space.

## Janney-Semple-Hill Christmas Broadside

Janney-Semple-Hill & Co., wholesalers, Minneapolis, Minn., will send direct to the dealer or to the dealer's customers a four-color broadside made up newspaper size and style. It is printed with six pages of hardware ads, including tools, sporting goods, toys, lamps and electrical ap-

pliances emphasizing the Yuletide motif in green and red supplemented by yellow and black. There is space on page one for dealer imprint. Also available are window and counter display kits and newspaper ad mats or similar motif, illustrating holiday buys.



A special four-color consumer broadside for the promotion of Christmas sales by dealers has been prepared by Janney-Semple-Hill & Co., Minneapolis wholesalers.



TEMPERATURE

*Controlled by*  **FOR YOUR  
HEALTH AND COMFORT**



## **AUTOMATIC COMFORT CONTROL SETS BOOST HEATER BUSINESS**

You, too, can prove that when oil heater customers know they can buy the very cheapest form of heating and have it controlled THERMOSTATICALLY, they buy the best model they can afford.

To you, this means a higher unit sale and profit, PLUS an additional profit from the A-P AUTOMATIC COMFORT CONTROL SETS. And you offer your customers the benefit of a heating-comfort deal they cannot match anywhere else — modern oil heating comfort, convenience and economy that means satisfaction for years to come.

 **NATIONAL ADVERTISING  
helps you sell.**

TEN MILLION readers of SATURDAY EVENING POST, BETTER HOMES and GARDENS, and FARM JOURNAL are learning the benefits of A-P DEPENDABLE Oil Controls and A-P AUTOMATIC COMFORT CONTROL on Oil Heaters. Identify your store with this great promotion NOW. Mount these A-P Banners on heaters, window or wall.



Write us, or your distributor or manufacturer, for free banners, and complete details on A-P AUTOMATIC COMFORT CONTROL SETS.

**AUTOMATIC PRODUCTS COMPANY**  
2442 North Thirty-Second Street  
Milwaukee 45, Wisconsin



## **DEPENDABLE** OIL *Controls*

Standard Equipment on Vaporizing Oil Burning Heaters, Furnaces, Floor Furnaces, Water Heaters.

## VOORHEES MADE MGR. CANFIELD PLUMBING SPECIALTIES SALES

The H. O. Canfield Co., Bridgeport, Conn., has announced the appointment of



W. W. VOORHEES

W. W. Voorhees as manager, rubber plumbing specialties sales.

Mr. Voorhees has been associated with H. O. Canfield since 1946, after four years as a lieutenant commander in the Navy. Previously, he had been connected with the Monroe Calculating Machine Co., Orange, N. J., as a cost supervisor.

## ELECT ARNOLD HEAD OF LADDER INSTITUTE

At its recent meeting, held at the Edgewater Beach Hotel in Chicago, the American Ladder Institute, 666 Lake Shore Drive, elected H. G. Arnold, the Bauer Mfg. Co., Wooster, as its president. Mr. Arnold has been active in the affairs of the Institute for a number of years and is well known to the industry.

Other officers elected are: H. S. Bradley, vice president, of the W. W. Babcock Co., Bath, N. Y.; A. F. Nissly, treasurer, of the Michigan Ladder Co., Ypsilanti; L. C. Watling, secretary, Woodenware Products Co., St. Louis. Elected to the board of trustees was Howard B. Rich of the company bearing his name, Carrollton, Ky. A program has been outlined for the year to develop a program directed at the production of safer ladders for the consumer. This is in line with the policy of recommending the right ladder for the job.

It is planned to keep wholesalers and dealers in the trade

informed as to the availability of lumber stocks and hardware, of the necessary high quality required, in these times of developing shortages. The objective is to provide the trade with sufficient information so that there may be no need to overbuy if market conditions indicate that the ladder supply will be adequate.

## CRYSTALLIZE FUTURE FLAVOR SEAL CO. SALES POLICY

The acquisition by Cory Corp., 221 N. LaSalle St., Chicago 1, Ill., of Nicro Steel Products, Inc., and Flavor-Seal Cookware, Inc., both of Chicago, recently announced by J. W. Alsdorf, has caused the latter to issue the following statement: "Cory Corp., acquired the assets of Flavor-Seal Cookware, Inc., for the express purpose of continuing to sell the Flavor-Seal line of products, as in the past, exclusively through the house to house demonstration field and to exploit and acquire new products to be merchandised and demonstrated through the same Flavor-Seal Cookware operation."

A new company has been formed, the Flavor-Seal Corp., operating as a subsidiary of Cory, with manu-

facturing offices at 3524 N. Spaulding Ave., Chicago, and with sales and executive offices at 221 North LaSalle St., Chicago. Maurice Schraeger, formerly directing head of Flavor-Seal Cookware, Inc., will continue with the new company in the same capacity.

## NEW PRODUCTS FEATURED AT GAS APPLIANCE EXPOSITION

New products were well represented at the recent exposition of the Gas Appliance Manufacturers Association, 60 E. 42nd St., New York City 20, held in the Atlantic City Auditorium in conjunction with the American Gas Association's Annual Convention.

Manufacturers numbering 175 exhibited their products and covered 70,000 square feet of exhibit space. Most of the products apparently were developed to make operation simpler and quicker. Some of the new devices included: gas ranges equipped with single point ignition, complete heating and cooling unit called 'Fridg-A-Fire,' wall heater, Gassapack, a single control for operation of gas heaters, panel heaters, furnaces, line of gas fired hot water boilers that may be installed on wood floors, midget heating plant and a non-metallic curb box.

## COL. M. H. KNOWLES MADE U. S. RADIATOR V.P. DEFENSE PRODUCTION

The appointment of Col. Miles H. Knowles as vice-president of United States



COL. M. H. KNOWLES

Radiator Corp., 300 Buhl Bldg., Detroit 26, Mich., in charge of its defense production activities was announced recently.

During World War II Col. Knowles was assigned to the Secretary of War's office and handled congressional investigations.

He will make his office in Washington.

## WARNER BROODER NAMES GENERAL SALES MGR.

Boyd Warner, executive vice president and general manager of The Warner Brooder & Appliance Corp., North Manchester, Ind., has announced the appointment of A. W. Aumend to the position of general sales manager of the company.

Mr. Aumend has had a background of 25 years' experience in the poultry and farm equipment field, and has been associated indirectly with Warner for 15 years.

## H. K. PORTER SELLS LOCOMOTIVE DIV.

H. K. Porter Company, Inc., 1932 Oliver Bldg., Pittsburgh 22, Pa., recently announced the sale of its locomotive business to Davenport-Besler Corporation (Davenport Locomotive Works), Davenport, Iowa.

T. M. Evans, president of Porter, stated that the sale included an agreement that Davenport-Besler would service all Porter locomotives now in use.

## C. K. Davis Made Pennsylvania Ambassador



Hon. James H. Duff, Governor of Pennsylvania, right, presents scroll emblematic of the office of Pennsylvania Ambassador to Charles K. Davis, president and general manager of Remington Arms Co., Inc., Bridgeport, Conn. The presentation was made on the Governor's special Pennsylvania Week train, Lebanon, Pa., where Mr. Davis was born. Later that day the honorary degree of Doctor of Laws was conferred on Mr. Davis by Lebanon Valley College, Annville, Pa.





**MASTER PAINTER  
ALL PURPOSE  
OUTSIDE WHITE**  
For a durable, eco-  
nomical outside job  
— used as white, or  
tinted!



**MASTER PAINTER  
ENAMEL  
UNDERCOAT**  
The hard drying un-  
dercoating!



**MASTER PAINTER  
FLAT ENAMEL  
WHITE**  
A soft sheen matte  
finish that stands  
repeated washings!

# Completely New!

## 8 "Master Painter Finishes"!

This is the line you need if you cater to contract painters and industrial purchasers who want top quality at a moderate price. In both laboratory tests and field tests, MASTER PAINTER FINISHES have proved exceptionally well adapted to volume-gallonage jobs where ease of application, hiding and "stay put" qualities are required.

**BOSTON VARNISH CO., EVERETT STATION  
BOSTON 49, MASS.**



**MASTER PAINTER  
PIGMENTED WALL  
SEALER**  
Primes and seals  
unpainted surfaces!



**MASTER PAINTER  
ONE COAT  
WHITE ENAMEL**  
A high hiding, easy  
working stay-put  
gloss enamel!



**MASTER PAINTER  
PASTE WHITE**  
Mixed with equal  
parts of linseed oil,  
makes a durable  
finish!



**MASTER PAINTER  
ONE COAT  
FLAT WHITE**  
The heavy bodied  
flat white!



**MASTER PAINTER  
SEMI-GLOSS WHITE**  
For a beautiful soft  
luster gloss finish!



# JOBBER:

*Here They Are!*



## PACKAGED COUPLINGS

Here's the new, easy, convenient way to buy the famous "X-L" Quality Standard Merchant Pipe Couplings! All sizes from  $\frac{1}{8}$ " to 2", in black or galvanized, are packaged—at no extra cost!  $\frac{1}{8}$ ",  $\frac{1}{4}$ ",  $\frac{3}{8}$ ",  $\frac{1}{2}$ " packed 100 to carton;  $\frac{3}{4}$ " packed 50 to carton; 1" packed 30 to carton;  $1\frac{1}{4}$ " and  $1\frac{1}{2}$ " packed 25 to carton; 2" packed 20 to carton. "X-L" Packaged Couplings are easier to warehouse, easily identified as to size and quantity, facilitate shipping and stop couplings loss. Order yours today! Immediate delivery!

### WHEELING MACHINE PRODUCTS COMPANY

ELM GROVE STATION

WHEELING, WEST VIRGINIA

Factory 'Phone: ELM GROVE 3296

## Reo Lawn Mower Service School Opened



Reo dealers in session at the service training course.

Reo Motors, Inc., Lansing, Mich., has established a Lawn Mower Service Training School for dealers, under the direction of H. W. Kolemmainen, head of the Lawn Mower training section of the service department.

Under the Reo School plan, dealers can send prospective service men to attend a short course at the Lawn Mower Division plant in Lansing, Mich. The course consists of two units:

Unit No. 1 for instructing inexperienced servicemen and mechanics on how to open and operate a service department, with detailed training on sharpening, maintenance and repair of power lawn mowers.

The other session, Unit No. 2, is a refresher course for experienced servicemen, providing instruction in the latest techniques in the operation of a service department with analytical information on the most up-to-date equipment, as well as the maintenance and service on the newest types of lawn mowers and their improved features.

The only expense to the dealers is the actual cost of traveling and hotel expense during the brief stay in Lansing. Reo is contributing a group of specially trained technical experts, plus a field organization which will cooperate in the setting up of service departments for individual dealers.

### 135 AT NEW ENGLAND HOUSEWARES CLUB MEET

The Housewares Club of New England opened the 1950-1951 program recently in the Hotel Bradford, Boston, with 135 attending. John J. McQuade, housewares buyer of Bon Marche, Lowell, president of the club, presided at an evening of business and entertainment.

Mr. McQuade announced that the first annual New England housewares directory would be ready for distribution on Oct. 18. The directory, compiled and published by the Buyer's Guide Publishing Co. of Boston under the sponsorship of the Housewares Club, contains completely cross-indexed listings of products, manufacturers, distributors, factory representatives, manufacturers' representatives; listings of buyers, institutions, cooperatives; in-

formation as to the Housewares Club, the New England Housewares Show, and store hours throughout New England.

Announcing that John Ahlstrom, advertising manager of Bigelow & Dowse Co., was the first member of the New England Housewares Club to enter the U. S. Armed Services, Mr. McQuade reappointed E. S. Peckham of American Thermos as chairman of a committee to give recognition to members entering the service.

Walter Jacobs, ex-president of the Housewares Club of New York, was a guest of the evening. Charley Miller, Maine woods guide for celebrities of America, entertained with movies, and on the day following the meeting, as an ambassador of good will from the Housewares Club, presented a program at the Children's Hospital, Boston.





E. R. TAYLOR



F. J. WALTERS

#### E. R. TAYLOR HOTPOINT GENERAL SALES MGR.

Edward R. Taylor, formerly sales manager, has been promoted to the post of general



JOHN F. McDANIEL

sales manager for Hotpoint, Inc., Chicago 44, Ill.

Fred J. Walters, vice-president, has been named defense coordinator and John F. McDaniel, previously assistant sales manager, has been advanced to sales manager. He will expand his functions to cover much formerly directed by Mr. Taylor. All three of the executives have been with Hotpoint for a considerable period and have come to their present positions as results of periodic promotions. Mr. Walters has been a vice-president since 1947.

#### PETTIGREW HOTEL CHAIN MANAGED BY WATKINS

Robert Watkins, who has worked for 14 years with the Hardware Golf Association, managing its tournaments at Excelsior Springs, Colorado Springs and French Lick, has recently joined the Petti-

grew Hotels Co., Burlington, Iowa, as general manager. His many friends in the hardware trade wishing reservations need only write to him at his headquarters in the Burlington Hotel, for consideration.

#### CLAUDE QUILLIAN JOINS FERGUSON SALES STAFF

Claude B. Quillian has been appointed staff assistant in the sales division, Harry Ferguson, Inc., 3639 E. Milwaukee Ave., Detroit 11, Mich.

Mr. Quillian began his business career in the sales department of the Firestone Tire & Rubber Co., and later became president and general manager of the Palm State Oil Co., Tampa. He worked for the Goodyear Tire & Rubber Co., Akron, Ohio, in the military products engineering department, later moving to Seattle, Wash., to open the company's manufacturers sales department. Before joining Ferguson, he was Goodyear sales representative in Detroit.



CLAUDE B. QUILLIAN



## SOUTHERN WOOD SCREWS *Get Extra Care*

A lot of extra care goes into making this fine line of quality wood screws. They're made to *exacting* tolerances in one of the most *modern* wood screw plants in the country, using the *latest* manufacturing methods. Southern Wood Screws are made of *high grade* extruded brass wire or the *finest* selected high sulphur extra quality steel wire, bright or plated finishes. And when they're shipped in bulk—no ordinary wooden cases for them—Southern Wood Screws are packed in *indestructible steel cans* with sealed locking covers.

Because Southern Wood Screws are so carefully manufactured, each one is a uniformly perfect screw . . . a fast starting, easy driving, tight fitting screw with single thread construction for extra strength.

For complete information on this quality line of modern wood screws, write for our new catalogue, today.

#### FACTORY WAREHOUSES

4100 Dell Avenue  
North Bergen, N. J.

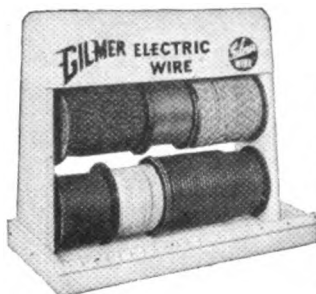
325 West Ohio Street  
Chicago 10, Illinois

280 Decatur, S.E.  
Atlanta, Georgia

## SOUTHERN SCREW COMPANY STATESVILLE, NORTH CAROLINA



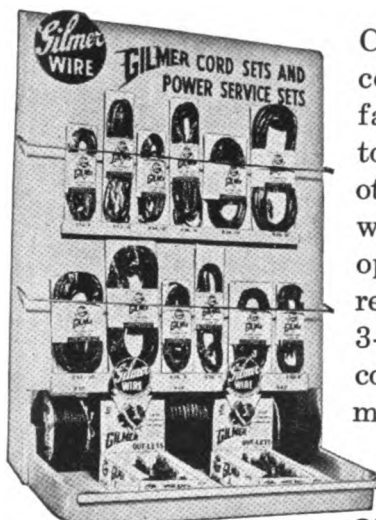
# PROFIT by the foot! with *Gilmer* WIRE DISPLAYS



## GILMER 6-S SPOOL WIRE ASSORTMENT

A compact, eye-catching counter stand. Holds 6 popular wire cords on 250 ft. spools. Measuring rule built on. Bulk wire sales are handled quickly, easily, profitably!

## GILMER 17-WS MASTER SET



Contains fast-moving cord sets for lamps, fans, washers, shop tools, milkers, cleaners, other appliances. Cords with connectors and open-end. 3 spools of replacement wire. 50 3-way connectors. A complete wire department in one handy unit!



## GILMER ELECTRIX® 3-WAY OUTLETS

Made of tough, soft rubber that looks slick—stands wear. Male plug and 3-way service block. Packed 25 to an attractive display carton.



ORDER FROM YOUR GILMER WHOLESALE OR

CLIP AND MAIL

## L. H. GILMER COMPANY

Division of United States Rubber Company  
TACONY, PHILADELPHIA 35, PA.

Please send me complete information and price lists on items checked.

- ☐ 6-S Spool Wire Assortment ☐ 17-WS Master Wire Assortment  
☐ ELECTRIX® 3-way Outlets ☐ V-Belt Displays

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## ADVOCATE FORMATION OF NAT'L. REGISTERED LOCKSMITH ASSOCIATION

At the Locksmith's first annual convention and trade show, Milton M. Enzer, director of public relations, The Yale & Towne Mfg. Co., 405 Lexington Ave., New York City 17, advocated that every locksmith must cooperate with others to reestablish firmly in the mind of the public, the reputation that a registered locksmith is the man in the community who should be called upon when locksmiths' services are needed.

Therefore it would help if a national association of registered locksmiths were organized. Each locksmith who belonged to such an association would be authorized to display a certificate proclaiming his credited ability. Also to advance the stature of locksmiths in general, each registered locksmith should consider himself a master craftsman called in to repair or serve a lock. A locksmith should impress his customers with the importance of having the right type of lock for each job, and educate them about lock security.

## FLAMMAN MAKES PLEA FOR UNITY OF ACTION

Urging thought as to the future of our country and of the peace loving nations of the world, A. C. Flamman,

Hughes, Flamman & Simpson, legal counsel for various hardware groups, made an informal talk before the Oct. 24 meeting of the Hardware Trade Association of New York. Pointing out that the date marked the fifth anniversary of the founding of the United Nations, he urged thought as to the motives in back of the U. N. One of the greatest essentials in this world for peace is a common ideology for we cannot have part of the world thinking in terms of Communism, while the balance seeks freedom. The path of appeasement is the path of destruction, he warned, and we must fight for what is right. Our need is for divine guidance in meeting the problems of today and the future. He concluded his remarks with a plea for liberty and our system of free enterprise.

Held at the Railroad Machinery Club, 30 Church St., New York City, the meeting was attended by more than 40 members and guests, with President John F. Ryan, Yonkers, N. Y., conducting the gathering.

## WENZEL TENT & DUCK PLANS PLANT ADDITION

H. Wenzel Tent & Duck Co., has recently started construction for its addition to adjoin the present plant, in St. Louis, Mo. The plant is expected to be completed in March, 1951.

## Black & Decker Awards Service Pins



The first 40 year service pins to be presented to employees of The Black & Decker Mfg. Co., Towson 4, Md., were given to the company's two founders, S. Duncan Black, at left, and Alonzo G. Decker, Sr., at a recent testimonial dinner. Specially bound books, signed by all of the supervisory staff, expressing appreciation for their leadership over the years were given to both gentlemen.





# Precision Made

- SOUND, FULL-FORMED HEADS  
... Rapid, Heavy Wrenching
- UNIFORM, STRONG SHANKS  
... Permanent, Tight Grip
- CLEAN, SMOOTH-TURNING THREADS  
... Accurate, Fast Assembly

## REPUBLIC UPSON \* Bright Cap Screws

—from the more than 20,000  
members of the REPUBLIC  
UPSON Quality Line.



### REPUBLIC STEEL CORPORATION

Bolt & Nut Division

CLEVELAND, OHIO • GADSDEN, ALABAMA

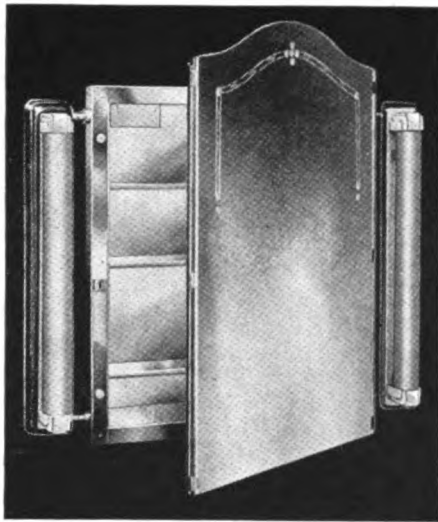
Export Dept.: Chrysler Building, New York 17, N.Y.



# Republic UPSON

**BOLTS AND NUTS**

96 YEARS FASHIONING THE FASTENING HABITS OF INDUSTRY



## THE CABINET THAT HAS EVERYTHING

Here is a cabinet that, in beauty as well as utility, stands unsurpassed by even the most expensive cabinets on the market, yet it is very moderately priced.

It is outstanding in appearance not only because of its fluorescent lighting and polished plate mirror, but also because it is chromium plated inside and out.

Other features are: A junction box which reduces electrical installation costs. Piano hinges. Convenience outlet. Cushion-spring door stop. Razor blade drop. All wires encased.

WRITE  
FOR  
LITERATURE

### 18 Models

• Write for descriptive literature on our complete line of bathroom cabinets.

## Ideal Cabinet Corporation

Division of Deslauriers  
Column Mould Co., Inc.

7722 JOY ROAD

DETROIT 4, MICH.

*The* Ideal  
CABINET

### WESTINGHOUSE APPOINTS LAUNDRY EQUIPMENT MERCHANDISE MGR.

The Westinghouse Electric Appliance Division, Mansfield, Ohio, has announced the appointment of Robert J. McDonald as merchandise manager for laundry equipment.

Mr. McDonald was formerly manager of the ironer division of Bendix Home Appliances and later held the position of district manager of the Magnavox Co.'s Philadelphia office.

Prior to joining the Westinghouse staff in Mansfield, Mr. McDonald was with the company's eastern district office as apartment house and builder sales representative.

### NAME LP GAS SALES HEAD FOR AMERICAN STOVE

L. L. Peters has been named LP-Gas sales manager in a realignment of American Stove Co., St. Louis, Mo., sales activities. He succeeds B. R. Tritton, who was recently appointed assistant secretary, and whose function as general credit manager has been transferred from the sales department to the treasurer's office, according to Marc W. Pender, vice-president in charge of sales.

Mr. Peters joined American Stove as a salesman in

1940, became acting manager of the southeastern sales division in 1944, and was promoted to manager in 1945. This year he was appointed commercial sales manager, a responsibility he will retain in addition to managing the company's nation-wide LP-gas sales.

### AMERICAN KITCHENS NEW YORK MANAGER

Paul Vaughan, long time salesman and distributor of major appliances, has recently been named New York district manager for American Kitchens, American Central Division, Avco Manufacturing Corp.

Mr. Vaughan formerly was a sales counselor and distributor for General Electric Appliances, Inc. Previously he was national distributor of Bendix washers for the Telecoin Corp., and a general agent for the Singer Sewing Machine Co.

His headquarters are at the new American Kitchens' regional office at 1114 First Ave., New York City.

### UNIVERSAL AGENT

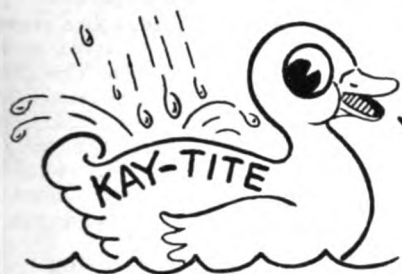
Landers, Frary & Clark, New Britain, Conn., has announced the appointment of the Central Queens Electric Supply Co., Jamaica, N. Y., as its distributors in the New York City area, with the exception of Westchester County.

### Flint & Walling Employs Station Wagons



One of the F & W Station Wagon Fleet used in all sales territories throughout the United States. Each is equipped with Flint & Walling Mfg. Co., Kendallville, Ind., pumps for on-the-spot display and operation. The equipment includes cross-sections of pumps for easy explanation of operation and sales features.





WATER FACTS WORTH DOLLARS TO YOU...

...“WATER WATER EVERYWHERE  
‘NOR ANY A DROP TO DRINK”



But if that water seeps through porous masonry or cellar walls, it's enough to drive a man to drink; however, the chances are, it will drive him into your store for KAY-TITE.

**KAY-TITE**

**PROTECTS  
MASONRY  
AGAINST  
WATER  
SEEPAGE  
for**

**BRICK**

**STUCCO**

**CINDER BLOCK**

**ROUGH MASONRY**

**UNGLAZED TILE**



Farmers, contractors and home owners all over the country are using Kay-Tite to control water seepage in masonry and to paint outside of masonry buildings to give them lasting surfaces.

That is your big market for Kay-Tite . . . It's profitable too . . .

Here's the deal: YOUR CHOICE OF 12 KAY-TITE WHITE OR 6 WHITE AND 6 GRAY (ALL 10 LB. CANS) FOR \$20.88. RETAIL VALUE IS \$34.80!

(Kay-Tite is also available in 50 lb. drums, list price \$11.00.)

Figure your profit on this deal and act today. The coupon order form will get quick action.



### ORDER COUPON

**KAY-TITE COMPANY**  
West Orange, N. J.

Send us the Kay-Tite Deal on 10 lb. cans.

.....12 White @ \$20.88

..... 6 White and 6 Gray @ \$20.88

Name.....

Address.....

City.....State.....

Jobber's Name.....

**KAY-TITE**

**COMPANY**

**WEST ORANGE**

**NEW JERSEY**

More than 20 years of satisfactory performance

## HARDWARE BRIEFS

### ALABAMA

The Armour Paint & Hardware Store, 101 N. Water St., Mobile, was recently sold to the Magnolia Marine Service, 11 S. Water St.

### ARIZONA

L. L. Smith has opened his third hardware store at 1623 East McDowell road, Phoenix. The store is in a new building and has new furnishings.

### COLORADO

Schmidt Hardware Co., Montrose, recently purchased three lots on Main Street's south side. The lots will be utilized in future expansion of the store.

Lathrop Hardware Co., Montrose, one of the town's oldest business establishments, recently remodeled its interior. The color scheme features three shades of green, fluorescent indirect lighting, movable islands, tables and section shelving.

### GEORGIA

The Murray Hardware Co., Ashburn, has been sold by F. H. Murray to Mr. and Mrs. Byron Elliott and Mr. and Mrs. Robert Barker.

### IDAHO

Cyrus Drew, manager of Morrow Retail, Mullan, has announced the addition of a line of name brand hardware and tools.

### IOWA

Hiatt Hardware, Redding, has been sold to Owen Lambert and Jeess and John Andrews, Grant City, by Jerry Hiatt. The store will be operated by Mr. Lambert.

### ILLINOIS

The formal opening of Harold's Hardware, 2912 Central St., its new headquarters, Evanston, was held recently.

The addition of a new front and complete modernization of the interior of the Underliner Hardware Store, 321 Market St., Mt. Carmel, has recently been completed. Each department features its own color. A complete model kitchen has been installed.

Logsdon Hardware has opened in a newly construct-

ed building located on the east side of the mall in New Shawneetown. The entire stock of merchandise has been moved to the new headquarters from the former location in Old Shawneetown.

Doit Lichtenberger, who has operated a hardware store in Marshall for several years, has sold out to the Lawrence Bros. The store will be operated under the name Dean's Hardware and will be managed by Dean Lawrence.

### INDIANA

The formal opening of the modern Burnham's store, Harrodsburg, was held in September. The departmentalized store is furnished in modern equipment and decorated in futuristic colors.

### MAINE

Roger Audette has opened the Winthrop Hardware Store, Bowdoin St., Augusta, in a modern building. He had

been in the hardware business on Union St. since June, 1945. The building is 76x46 ft., and the inside is finished in knotty pine while the exterior is done in insulated siding.

### MASSACHUSETTS

Carlisle Hardware Co., Springfield, plans to transfer several departments from its store at 1548 Main St. to new quarters at 168 Bridge St. The Bridge St. building is being remodeled and modernized.

### MISSOURI

Lloyd's Tool Center, 6343 Easton Ave., St. Louis, has announced plans for a super drive-in hardware store at the southwest corner of Pennsylvania Ave., and Ruddy Lane, St. Louis. It will provide Lloyd's with expansion space equal to five times its present space. The Easton Ave. store will continue to be operated.

### MONTANA

Fort Benton Hardware, Front St., Great Falls, was severely damaged by a recent fire.

### NEBRASKA

Knobel's Hardware store, Fairbury, has started a remodeling program. The front will be changed so as to eliminate the south door and make one continuous window in front. A new color scheme, new fixtures and modern counters will be employed.

### PENNSYLVANIA

William C. Stitzel, secretary of the York Paint & Hardware Co., York, and former president of the Chamber of Commerce, has been named chairman of the Mercantile Division of the Community Chest Campaign.

### TENNESSEE

William L. Norton has resigned as sales manager of Norton Hardware Co., Maryville, having spent 15 years with the organization. He has purchased the former Chilton-Kaylor Hardware Co., 802 N. Broadway, Knoxville.

### TEXAS

Holder Hardware & Supply, 504 South Grant, Odessa, recently opened by Mr. and Mrs. Roy Holder, has been renovated and remodeled.

## Takes Top Honors in Window Contest



This window of the Ernst Hdwe. Co., Seattle, Wash., won a grand slam of \$800—first national prize and a first zone prize for this simple but dramatic window in a window display contest sponsored by the Easy Washing Machine Corp. Other hardware stores which won prizes were the J. J. Stangel Hdwe. Co., Manitowac, Wis., winner of \$500—third national prize and first zone prize; Stambaugh-Thompson, Youngstown, Ohio, winner of \$300—first zone prize.



# OBITUARIES

## GEORGE SESSIONS CASE

George Sessions Case, 68, chairman of the executive committee of The Lamson & Sessions Co., Cleveland, Ohio,



GEORGE SESSIONS CASE

died Oct. 11th as the result of a stroke suffered a week previously.

Mr. Case, whose grandfather, S. W. Sessions, was one of the founders of the firm, had worked for the company since his graduation from Case Institute of Technology in 1904.

He became factory manager in 1912, treasurer in 1921, vice-president in 1926 and president in 1929, twenty-five years after going to work with the bolt and nut firm. In 1938 he became chairman of the board of directors, and in May, 1950, chairman of the executive committee.

Mr. Case served in both World Wars. In World War I, he was a major in the Chemical Warfare Service. In World War II, he served on the WPB.

He was a director of the National Association of Manufacturers and at one time vice-president of the American Standards Association. Always he gave of his time and energies to further the adoption of better standards, processes and methods not only by his own company but by others throughout the industry.

He did much work with the International Organization for the Standardization of Screw Threads. After 30 years of effort to establish a Unified

Thread for Great Britain, Canada and the U.S.A., this committee reached an accord two years ago.

## HEBER B. MIZE

Heber B. Mize, 74, who retired as president of Blish, Mize & Silliman Hardware Co., wholesalers, Atchison, Kan., this year after serving the company for 54 years, died at Atchison hospital on Oct. 9. His father, E. A. Mize, was one of the founders of the company in 1871. Mr. Mize operated his own print shop in Kansas City, Mo., for a few years.

He then returned to Atchison and became associated with Blish-Mize where in later years he served first as secretary, then vice-president and finally as president.

In 1911, Mr. Mize founded what is now the Nowden-Mize Drug Co. He served that company first as treasurer, then as vice-president and finally as president; he was chairman of the board at the time of his death. He was a member of the board of education for 16 years and a lifelong member of the Atchison Chamber of Commerce. He



HEBER B. MIZE

was one of the founders and a charter member of the Atchison Rotary Club 30 years ago and held an honorary membership in that organization when he died. Mr. Mize is survived by five children.

## RAY BULTMAN

Ray Bultman, 73, buyer for Belknap Hardware & Mfg. Co., wholesalers, Louisville, Ky., for 30 years, died re-

cently at General Hospital of internal injuries received when he was struck by a car.

## GEORGE A. HAFERTEPE

George A. Hafertepe, 57, manager of the Northern Wholesale Hardware Company, Portland, Oregon, died at the Physicians & Surgeons Hospital recently.



GEORGE A. HAFERTEPE

He joined the Northern Wholesale Hardware Co. as manager of its Seattle Branch in 1929, was transferred to the main office in Portland in 1939, as manager and continued in that position until his death.

Mr. Hafertepe began work as a boy with the E. C. Simmons Hardware Co., St. Louis, where he was continuously employed for 24 years. He resigned from Simmons when the San Francisco house closed. His experience covered almost all of the wholesale hardware operations from office boy to manager.

## GEORGE E. RAHING

George E. Rahing, 70, vice-president and city sales manager of Witte Hardware Corp., St. Louis, Mo., wholesalers, died recently after suffering a heart attack at his home. Mr. Rahing joined the company as a clerk in 1896. He served as a salesman and city sales manager before becoming vice-president.

## WILLIAM K. TAYLOR

William K. Taylor, southern Indiana sales representative for Louisville Tin & Stove Co., Louisville 4, Ky., died recently after a six month illness.

## JOHN H. FREEMAN

John H. Freeman, 55, president, John H. Freeman Co., Detroit, Mich., building material suppliers, died recently at Bon Secours Hospital. Mr. Freeman was an expert builders' hardware man and was prominently identified with affairs of the National Contract Hardware Association. He received his early training with Buhl Sons Co., hardware wholesale distributors, Detroit, Mich. Long active in veteran affairs, he has served as national president of the 32nd Division Veterans Association.

## ROY R. WILSON

Roy R. Wilson, 73, operator of the Ace Hardware Store, 143 East Main St., Decatur, Ill., died in Decatur and Macon County Hospital recently. Mr. Wilson also owned the Decatur Hydraulic Sand & Gravel Co. He purchased the property where his store is located in 1935 and remodeled it in 1936. He affiliated with the Ace group in 1932. Mr. Wilson, before owning his own store, was connected with Morehouse & Wells Co.

## JOHN W. BRUNER

John W. Bruner, 88, retail store dealer, 39th St. and Woodland Ave., Kansas City, Mo., for 43 years, died recently at the General Hospital.

## FRANK STROHM

Frank Strohm, 89, an assistant buyer of the mechanics-tool department, Belknap Hardware & Mfg. Co., wholesalers, Louisville, Ky., and the oldest employee in years of service, died at his home after suffering a heart attack. He had been with the firm for 70 years. Although Mr. Strohm's work load was lightened in recent years he continued to work from 8 a.m. to 5 p.m. daily. He is survived by three sons and a daughter.

## AMERICAN SWISS FILE MOVES OFFICES

American Swiss File & Tool Co., has recently moved to 865 Mt. Prospect Ave., Newark 4, N. J.

## CORNISH WIRE MOVES

Cornish Wire Co., Inc., has recently moved its general executive offices to a greatly expanded space at 50 Church St., New York City 7.

# How's the



## HARDWARE BUSINESS?

### The Business Outlook—Markets and Price News

(Continued from page 14)

for various types of work done on steel, such as cutting to size, special analyses or coatings.

Jones & Laughlin adopted a formula under which galvanized wire and tubular products prices fluctuate with the price of zinc, which is the coating material used in the galvanizing process. There was an increase of \$4 a ton in prices of galvanized nails and other items sold on a "column" basis such as galvanized barbed wire and fence.

There was an increase from \$5.35 to \$5.55 a hundred, or \$4 a ton on regular galvanized wire; Type One galvanized wire was increased from \$5.45 per hundred pounds to \$5.65; regular galvanized spring wire was boosted from \$7.60 to \$7.80 per hundred pounds; and galvanized merchant fence wire from \$5.60 to \$5.80.

The increases in extras on galvanized tubular products varied according to the sizes of the pipe, ranging from \$3 to \$8 per ton. The increase was \$5 a ton on 1/2 inch galvanized pipe. This is the most common size in plumbing pipe.

#### Koroseal Floor Tile Advanced 8 Pct

The price of Koroseal floor tile was increased approximately 8 pct by Sloane-Blabon Corp. on Oct. 14, effective immediately. The increase applies to all zones in the United States.

#### Cement Inventories Low

Present inventories of cement are the lowest on record, the total of 9,588,000 barrels in stock, as of Aug. 31, being 33 pct lower than a year ago. August production rose 17 pct over the same 1949 month and mill shipments showed a 6 pct rise over a year ago.

#### Merchant Metal Products Advanced by Northwestern

Northwestern Steel & Wire Co., Sterling, Ill., has increased prices on a number of merchant metal products, effective Oct. 13. The advances were: Wire rods in coils, .25 CWT; bright basic wire, .30 CWT; annealed wire, .30 CWT; bright, blued and cement coated nails, 6 columns; polished fence staples, 6 col.; bale ties, 6 col.; coiled baler wire, .30 CWT; ReMesh, .40 CWT; netting, galv. before, 7 col. and fence, 2 col.

#### Hardboard Prices Increased By Masonite

Masonite Corp. announced price increases of from 2 to 10 pct in hardboard prices. The prices are effective on all new orders and on all standing orders scheduled for shipment after Nov. 9. The advances range from \$1 per 1000 feet on 1/8 inch standard paneling material to \$6 per 1000 feet on 5/16 inch standard paneling.

#### Employment at Highest Peak in History

Non-farm employment in mid-September amounted to 45,500,000 persons, the highest figure in history, reported the Labor Dept. This total was 500,000 above the figure for mid-August and an increase of 2 million over the mid-September, 1949, figure.

The department said the gain from August to September was in line with the seasonal rise which has taken place every year since the end of World War II.

#### Consumer Prices Up Six Consecutive Months

Led by increases in the house-furnishings component, consumers' prices were up .5 pct from Aug. 15 to Sept. 15, the Department of Labor announced. This represented the sixth consecutive rise in the Bureau of Labor Statistics index. The index for all items for September is .4 pct below the all-time high in consumers' prices which was touched in August-September, 1948. The index (all items) was up .5 pct since mid-August. Base date of the series is 1935-39 as 100.

#### Westinghouse Increases Four Appliance Prices

The prices of four Westinghouse appliances have been increased, effective Nov. 1. The new suggested prices apply to Laundromats, dishwashers, Waste-Away garbage disposers and water heaters.

T. J. Newcomb, sales manager of the Westinghouse Electric Appliance Division, stated that similar adjustments will be made on some other products, particularly refrigerators, home freezers and ranges. New cost studies are being made on these products and as they are completed adjusted price schedules will be released, according to Mr. Newcomb.

#### Cory Ups Price 10% On Commercial Coffee Makers

A 10 pct increase on the list prices of Cory commercial push-button Automatic coffee brewing system and all gas and electric ranges in the Cory line of commercial coffee brewing equipment, took effect on Sept. 29.

The 10 pct increase also applies to the commercial coffee dispenser. A \$1 increase was also made on the list price of stainless steel upper bowls for commercial coffee brewers.

#### Armstrong Reduces Asphalt Tile 5%

The price of asphalt tile was reduced approximately 5 pct by Armstrong Cork Co., effective Oct. 16. Amount of the reduction varies by color groups and by zones and affects only the standard type. There was no

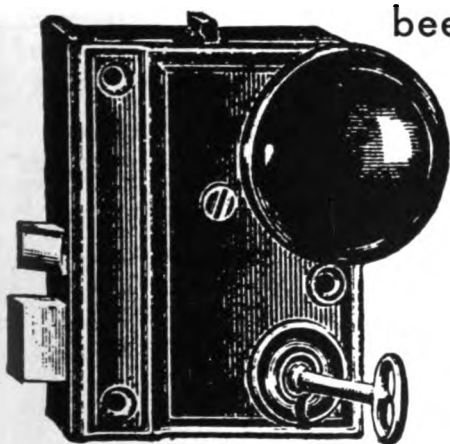


*as*  
**TRADITIONALLY  
 AMERICAN**  
*as the*  
**BALD EAGLE**



This lock set practically settled American frontiers and is still doing yeoman service in a thousand and one ways and places. From Canada to Texas it is the answer to inexpensive, adequate, and easily installed locks. For over 71 years it has been the best made

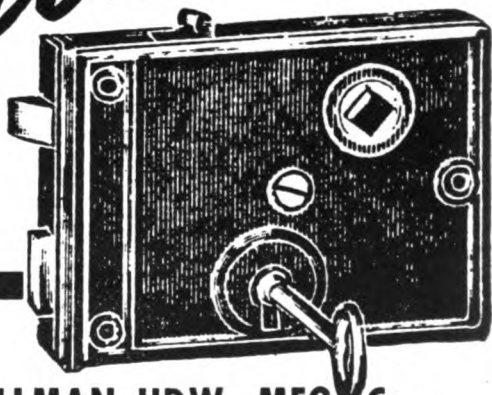
because of its high-quality iron casting which resists rust far better than steel. The ground-finished bolts and latches; the snappy long-wearing action of doubly-inspected parts make it the old American standby in Skillman's long line of readily available, reasonably priced hardware.



**RIM KNOB LOCK SET**

- ★ PROMPT SHIPMENT
- ★ RIGID INSPECTION
- ★ HIGHEST QUALITY PARTS
- ★ FOR 71 YEARS THE BEST MADE

*Skillman*



**SKILLMAN HDW. MFG. Co.**  
**TRENTON-4 • N. J. • U.S.A.**

## these fast selling NATIONAL products

are building

*Profits for Dealers*



### BRONZE WEATHERSTRIP

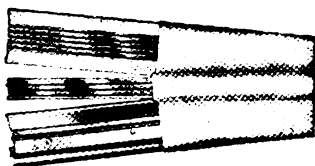


This is highest quality spring bronze weatherstrip in a convenient package. Unit contains 100 feet of highly polished strip, punched every 1 1/8 in., and ample nail supply.

### PACKAGED WEATHERSTRIP FOR DOORS AND WINDOWS

Compact unit contains the best bronze strip, E-Z-ON, nails and instructions for one door or window. Four standard windows — two doors. Odd sizes made to order in quantity.

### THRESHOLDS and SILLS



These cut-to-size, individually wrapped kits are made of highly polished brass or aluminum. Drilled, countersunk, hooks and screws included. Wide variety of designs—wide, off-set, narrow, standard or waterproof.



WRITE OR WIRE  
FOR PRICES

## NATIONAL

METAL PRODUCTS COMPANY

1025 Chateau St. Pittsburgh 12, Penna.

change in the price of grease-proof, industrial and conductive asphalt.

The company has discontinued the manufacture of Arlon, a new plastic asphalt tile, which it introduced about a year ago, due to inability to obtain needed raw materials. The 11 colors in the Arlon line have been transferred to the standard asphalt tile line, beginning with November shipments.

### Building Totals 50% Higher in Nine Months

Construction contract awards in the 37 states east of the Rockies in September declined from the all-time high figure set in August, but were still high enough to bring the first nine months of 1950 well ahead of the same period in 1949, it was reported by F. W. Dodge Corp., construction news and marketing specialists.

The September award total was down 17 pct from the August record, but was 18 pct higher than September 1949.

The nine-month total was 50 pct higher than the comparable total for 1949.

Residential awards in September showed a decrease of 27 pct from the August figure, but an increase of 5 pct over September 1949. Non-residential awards in September were 8 pct less than the August figure, but 45 pct higher than September 1949.

### Tin Prices Rise To Record Levels

Tin prices have been advancing to record levels. Grade A tin advanced to \$1.13 1/4 on Oct. 19.

While output was reported to be ahead of consumption, domestic prices were affected by higher quotations in London and Singapore. In the latter city the price of spot tin hit 441 Straits dollars per picul on Oct. 18, a new high, and a rise of four dollars over the previous close. It also exceeded the former high of 440 Straits dollars set on Oct. 12.

Another **PET** First For '50!

*Spin-a-Brush*

**SPINS PAINT BRUSHES CLEAN  
in 90 Seconds with Any Electric Drill**

Converts 1/4" electric or hand drill into speedy paint brush cleaner. Makes old brushes like new. Simple instructions included.

**Retails at \$2.35 Each  
PACKAGED AND PRICED  
TO SELL ON SIGHT**

Colorful, eye-catching counter display carton containing six cleaners will ring up profitable sales for you. Order from your jobber now—or write direct.



Nationally Advertised

**PET** PORTABLE ELECTRIC TOOLS, INC.  
332 West 83rd St., Chicago 20, Ill.  
In Canada: 369 Danforth Rd., Toronto 13

## Red Devil NO. A1 PAINTER KIT

Specially Gift-Priced

**\$2.79**  
REGULAR \$3.55



A STRONG STEEL UTILITY BOX packed full with 11 RED DEVIL famous PAINT, GLASS and SCRAPING TOOLS:

RED DEVIL Glass Cutter, Putty Knife, Wall Scraper, Box of Glazier's Points, Paint Hook, Sandpaper Holder, 20 sheets of Handy-Pack Sandpaper (4 grits), Wood Scraper, Cabinet Scraper, and many purpose "Jak-Nife" Razor Blade Holder, Lucite Scraper.

**Red Devil Tools.**

IRVINGTON 11, NEW JERSEY, U. S. A.



## Greater Quantities of Copper Available

Domestic shipments of refined copper in September totaled 119,529 tons, compared with 112,083 tons in August, reported the Copper Institute. Output of refined copper totaled 111,842 tons, as against 108,465 tons in August. Mine output of copper amounted to 79,901 tons, as against 80,620 tons in August.

Producers' stocks of refined copper at the end of September totaled 58,748 tons, compared with 50,952 tons at the end of August and 193,890 tons at the end of September, 1949.

## Zinc in Short Supply Creating Gray Market

Stocks of slab zinc held by U. S. smelters at the end of September amounted to 10,267 tons, a drop of 4,184 tons from the 14,451 tons on hand at the end of August and the lowest level in almost 25 years.

A gray market in zinc has been reported because of the short supply. Users have been reported paying premium prices ranging from 20 cents to as much as 30 cents a pound for the metal.

## 7 1/2 Million TV Sets In Use By Sept. 1

A total of 106 television stations, in 62 markets, were telecasting to an estimated 7,529,700 sets on Sept. 1, a National Broadcasting Co. survey revealed. The greatest listening audience was in New York, with seven stations and 1,555,000 sets. Los Angeles had 7 stations and 638,000 sets. Chicago, with 4 stations, had 595,000 sets, and Philadelphia, with three, had 565,000 sets.

## 2 Million Bathtubs, 2 1/2 Million Sinks in '50

A record 2 million bathtubs will be produced during this year, according to an estimate of the Enameled Cast Iron Plumbing Fixtures Association, based on output during the first six months. It was also estimated that 2 1/2 million kitchen sinks would also be made.

## PEERLESS—THE BETTER BUY!

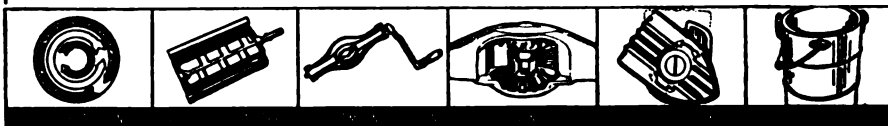


*A BETTER  
Value!*

Compare Peerless's easy selling features—a stand-out for Value. A beautiful freezer of modern design for faster, easier freezing. Quality built for long service. Point out its features and you've made a sale.

Household Sizes 2 to 10 Qts.  
Hotel Sizes 12 to 20 Qts.

### THE SIX BIG PEERLESS FEATURES



### ASK YOUR JOBBER

THE PEERLESS FREEZER Co., WINCHENDON, MASS.



Every lock needs

**LOCK-EASE®**

*graphited* LOCK FLUID

BEST PROTECTION AGAINST FREEZING-STICKING-RUST

This winter — give your customers the best in lock maintenance. *Use Lock-Ease! Sell it for car, home, and factory use. Easy to apply. Penetrates quickly, helps seal out moisture. Gives maximum protection against freezing. Approved by leading locksmiths. Sold by hardware and locksmith jobbers everywhere. Order now!*



4-oz. Can delivers drop or pressure stream. List Price

**35¢**

**AMERICAN GREASE STICK CO., Muskegon, Mich.**



**"AUTO-GRIP"**... the revolutionary NEW Front Chuck that grips the pipe automatically... is now standard equipment on the Oster No. 422 POWER VISE STAND and all other Oster 2" pipe machines which revolve the work.

Watch this speedy "AUTO-GRIP" in action. Operator spins the handwheel until the chuck jaws strike the pipe. Then he starts the machine. Jaws grip the pipe automatically. **THE TOUGHER THE PULL — THE TIGHTER THE GRIP**... on any kind of pipe... steel, iron, galvanized, etc. No chuck bar — no T wrench needed.

If you own an Oster No. 422 POWER VISE STAND and want to bring it up-to-date with the new "AUTO-GRIP", a liberal trade-in allowance will be made on the original chuck.

If you're not an Oster owner, NOW is the time to check up on what the Oster line of 1950 offers you: **EXCLUSIVE, ADVANCED FEATURES AT COMPETITIVE PRICES OR LESS!**

**write NOW for all the facts!**

**THE OSTER MANUFACTURING COMPANY**  
2020 East 81st St. • CLEVELAND 3, OHIO • U. S. A.

## Radio and Appliance Sales Set Record In August; 65% Over Same Month 1949

Sales of retail radio and household appliance dealers during August are estimated at a record \$386 million by the Commerce Department. This was a rise of \$57 million, or 17 pct, over July and \$152 million, or 65 pct, over August, 1949.

August sales of electrical goods wholesalers were estimated at a new high of \$629 million, a rise of \$54 million, or 9 pct over the previous month, and \$242 million or 63 pct above the total for August, 1949. Cumulative sales for the first eight months were 21 pct higher than they were in

the same 1949 period.

Inventories of electrical goods wholesalers at the end of August totaled \$458 million, a drop of \$54 million, or 9 pct below the July level, and \$59 million, or 12 pct below the dollar value of stocks on hand a year ago. At the current rate of sales of 605 wholesalers reporting inventories in conjunction with sales, the department said, stocks on hand at the end of August represented about 25 days of business—five days' supply less than the previous month and 22 days' less than the supply on hand Aug. 31, 1949.

## Durable Goods Sales of Wholesalers Were 14% Higher in August Than July

Sales of durable goods wholesalers amounted to \$2,866,000,000 in August, a 14 pct rise over July on a seasonally adjusted basis.

Increases over the previous month were shown by all durable goods categories, the Office of Business Economics of the Dept. of Commerce reported.

Sales of hardware, machinery, metals and housefurnishings showed increases ranging from 14 pct for hardware to 34 pct for housefurnishings.

An 8 pct gain over the previous month was shown in sales of lumber and building materials and electrical goods.

## Tempest in TV Pot Created By FCC Nod To CBS Color Telecasts

The Federal Communications Commission gave final approval to the color television system developed by Columbia Broadcasting System, thereby setting off a new controversy in the industry which has been at odds over this subject for several years.

Radio Corp. of America and its subsidiary, National Broadcasting Co., took court action to prevent the FCC from enforcing its order. RCA has developed a color system of its own. It charged that the CBS system is not "compatible" and that present black and white sets cannot pick it up.

Frank Stanton, president of CBS, said in a broadcast that "despite the fact that some manufacturers are seeking to create the impression that the public's investment in television sets is about to be wiped out, nothing could be further from the truth... present television sets will remain useful to their

owners for the normal life of the sets."

He said that most sets now on the market can be adapted, so that when there is color broadcasting, the program will be received in black and white. Furthermore, he said sets can be converted to receive color broadcasts in color. Several manufacturers announced plans to make converters and adapters.

The Television Committee of the Radio-Television Manufacturers Association expressed the view that "the growth of color television under the system approved presently by the Federal Communications Commission will be necessarily very slow."

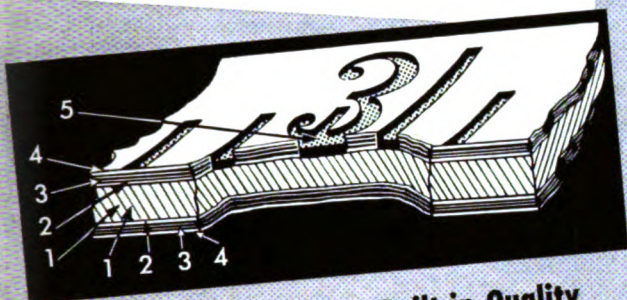
Confidence was expressed that the completely electronic color television system "which will be compatible with present black and white sets will be developed by the industry's engineers in the relatively near future. And when this system is developed, color telecasts can be received in black and white on present sets without any extra set equipment or any receiver modifications."

Pilot Radio Corp. in a suit in



# ALL **LUFKIN** CHROME-CLAD STEEL TAPES

AND TAPE-RULES HAVE THE  
**SAME** EXCLUSIVE, PATENTED FINISH!  
DURABLE, EASY-TO-READ MARKINGS!



## Cross Section View Shows Built-in Quality

1. Hardened Steel Tape. 2. Rust Resistant Coating. 3. Multiple Coats of Electroplating. 4. Hard, Smooth Non-Glare Chrome Plating. 5. Black Markings Bonded to Steel, Sunk Below Surface.

Your customers can be sure of getting the same patented Lufkin Chrome-Clad finish on any Chrome-Clad steel tape or tape-rule in the entire Lufkin line! The exclusive, patented Lufkin Chrome-Clad finish is better many ways—resists rust and corrosion... will not crack, chip, or peel... with prominent markings durably bonded to the steel line and sunk below the finish surface for protection against wear! The lines themselves are extra-strong, made of a special kink- and wear-resisting steel.

This Lufkin Chrome-Clad "quality story" is regularly advertised to 40,000,000 reader-prospects... helps build your reputation for "featuring the finest." Check your stock today.

CHROME-CLAD  
"Mezurall" Steel  
Tape-Rule avail-  
able in 6 and  
8-ft. lengths.



CHROME-CLAD  
"Leader" Steel  
Tape comes in  
25, 50, 75 and  
100-ft. lengths.



102-A

Sell **LUFKIN** TAPES • RULES  
PRECISION TOOLS

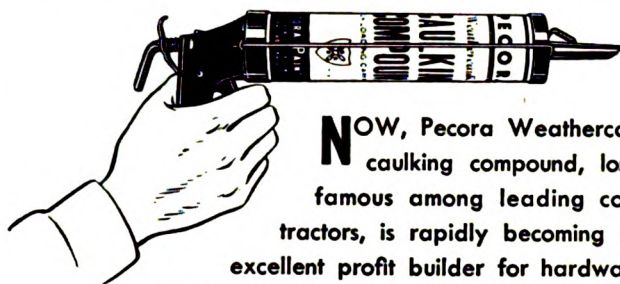
THE LUFKIN RULE CO.

SAGINAW, MICHIGAN • NEW YORK CITY • BARRIE, ONTARIO

For SATISFIED CUSTOMERS!  
For FAST PROFITABLE SALES!

**PECORA**  
BRAND

## WEATHERCALK



**N**OW, Pecora Weathercalk caulking compound, long famous among leading contractors, is rapidly becoming an excellent profit builder for hardware dealers. A superior caulking compound, easier to sell! Available in quarts, one-gallon and five-gallon cans and in the handy one-tenth gallon spouted cartridge for use with the PECORA QUICK-LOADING CAULKING GUN (Illustrated).

## PECORA ASBESTOS FURNACE CEMENT

...as resistant to heat as iron itself! A familiar package in constant demand by both home-owners and craftsmen, alike... A top-quality, top-seller!

## PECORA WEATHERTITE ROOF COATINGS

Indispensable for making old roofs look and act like new!

## PECORA PLUMBERS PUTTY

Provides an exceptionally excellent non-drying seal.

## PECORA SASH PUTTIES AND GLAZING COMPOUNDS

Materials that do a better job—will not crack or dry out!

## PECORA PIPE JOINT COMPOUND

Like all Pecora Products—a durable material of best quality.

For Building Materials of Superior Quality, it's

**PECORA**  
PAINT COMPANY, INC.

LAWRENCE & VENANGO STS., PHILADELPHIA 40, PA.

Manufacturers of Mastics for Structural Glass or Tile installations... Sealing Compounds... Glazing Compounds... Stove Putties... Roof Coatings... Industrial Paints and Finishes

SINCE 1862

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*Christmas Time is*

**Hawkeye**

*Hamper Time*



A beautiful Hawkeye Hamper is always a favored gift because of its finer quality and exclusive extra features . . . and because it delivers so much in satisfaction for so little in cost.

45% of annual retail sales of Hawkeye Hampers are made from September to Christmas.

Set up window displays, newspaper ads and radio spots now and assign Hawkeye Hampers prominent space on your sales floor.

The increased sales volume (and profit) will be a pleasant surprise to you.



Send for the Hawkeye Catalog

Compare the quality, features, value of the extensive Hawkeye line. See what a great competitive advantage Hawkeye dealers enjoy.

**BURLINGTON BASKET CO., Burlington, Iowa**  
Quality Products for Over 60 Years

**FOR YOU...**

**ONE OF THE  
GREATEST SELLING IDEAS  
IN THE FREEZER INDUSTRY TODAY!**



**BEN-HUR TAG**  
on every freezer in the brilliant  
**New BEN-HUR Line of**  
*"America's Finest"*  
**farm and home freezers**



\*R. O. P. means a RECORD OF PERFORMANCE is on file at the factory for every BEN-HUR freezer you sell! To your customer, that's extra proof of superiority in food freezing and storage, an extra-powerful guarantee of long years of freezer service that only BEN-HUR CAN OFFER.

Ask your distributor why the BEN-HUR franchise is one of the best volume-and-profit producers of the year — or write for details.

FOUR new BEN-HUR Freezers meet every family need — 8.5, 12.5, 16 and 20 cubic foot capacities. Every one with an R.O.P. and rich in new sales features.

**BEN-HUR MFG. CO.**  
Dept. HA, 634 E. Keefe Ave.  
Milwaukee 12, Wisconsin

**BEN-HUR**

**FARM and HOME FREEZERS**

REPRESENTED BY LEADING INDEPENDENT DISTRIBUTORS AND DEALERS

Federal court seeking to enjoin the CBS system, said that the color decision had resulted in cancellations of orders by dealers with Pilot and even larger cancellations by consumers of orders previously placed with dealers.

### 5 Million TV Sets Made in First 9 Months

Output of television sets in the third quarter amounted to 817,157 sets, a new high, reported the Radio - Television Manufacturers Association. This compared with 702,287 in August. It brought production of receivers to 5 million sets for the first nine months of this year, which compares with 3 million for all of 1949. Output for the third quarter amounted to 1,849,759.

Production of home radios in September was the best for any month this year. Third quarter radio production was only slightly above that for television receivers and amounted to 1,977,239 units.

### Auto Production Should Top 6 1/2 Million This Year

A prediction that United States automobile production this year will amount to 6,600,000 units, a new high, was made by Ward's Automotive Reports. This would be a rise of 1,474,000 over the 1949 output, which was the best previous figure.

### Personal Income At Record High in Aug.

Personal income increased to an annual rate of \$223,400,000,000 in August, a new high, the Dept. of Commerce reported. This was a rise of \$2,700,000,000 over the rate reported in July. Major part of the increase was due to a \$2,600,000,000 rise in wage and salary payments.

Of the wage and salary rise, \$1,800,000,000 came from manufacturing industries, with expanded employment and a longer work week responsible. Factory wages in both durable and non-durable lines exceeded previous postwar highs set in 1948.



**FEDERAL  
Practical  
HOUSEWARES**

**Are Ready  
for the HOLIDAYS!**

Over 6,000,000 people will have an opportunity to see the advertisement on these items during November

**No. 516 SHORTENING MEASURE**

Adjustable shortening measure from 1 tablespoon to ½ cup provides quick and accurate measuring. Made of strong STYRON plastic. Available in red, yellow, green. Only 49c



**No. 573 DELUXE NUT MEAT CHOPPER**

Use for all recipes calling for chopped nuts. A storage jar, a chopper, a measuring cup and a dispenser—all in one. Only 50c



**No. 295 DELUXE ONION CHOPPER**

For chopping onions, eggs, giblets, liver, parsley, celery and small vegetables. Perforated construction assures cleanliness and eliminates lingering odors. Rust-proof chopper blades. Cup has aluminum cover and graduated measure. Price 50c

**GOOD HOUSEKEEPING** will carry our advertisement on these holiday cooking items to their 3,078,656 readers.

**BETTER HOMES & GARDENS'** circulation will add another 3,290,422 readers.



Make it a "holiday for sales" with these quality kitchen necessities by ordering or re-stocking an adequate supply NOW!

Representatives in Boston, New York City, Canandaigua, N. Y., Philadelphia, Atlanta, Seattle, Los Angeles, Kansas City, Memphis, Denver, Louisville, Dallas, Chicago, Detroit, Pittsburgh, Minneapolis, Emmitsburg, Md., St. Louis, Honolulu and San Francisco.

For complete details see your jobber, our representative or write for illustrated catalog sheets and price list.

**STYRON**

**FEDERAL  
Practical  
HOUSEWARES**

FEDERAL TOOL CORP., 3600 W. PRATT BLVD., CHICAGO 45

**MONEY MAKER  
EXTRAORDINARY**



**BOTTLE CAP**

made from PLASTIC

SHUTS OUT REFRIGERATOR ODORS

SANITARY  
DUST FREE  
ODOR FREE  
RUST FREE



FOR REFRIGERATOR WATER  
BOTTLES, JUICES, ICED TEA

**25¢**

MFGD. BY E-Z POR MFG. CO., INC.  
7516 N. W. 7th AVENUE, MIAMI, FLA.



**"BEST SELLER"**



**EDLUND  
JUNIOR  
CAN OPENER**

Throughout the country the "best seller" in the popular price field. Precision built. 5-year guarantee. Nationally advertised. Attractively packaged.

THINK OF  
**Edlund**  
for  
**BETTER KITCHEN TOOLS**  
EDLUND COMPANY BURLINGTON, VT.

**"CHICAGO"**

LEADERSHIP FOR  
MORE THAN 40 YEARS

**Builds  
Prestige and Profit  
FOR YOU!**



Generation after generation expects the outstanding dealers to carry "CHICAGOS" . . . "The Choice of Champions". The steady demand for these skates assure you of a fast turn-over and a clean profit on every sale.

If you are not at present handling Shoe Skate Outfits, write us for suggestions to help you cash in on the outstanding name in skates—"CHICAGOS".

**SEND FOR FREE SALES HELP**

Available to Dealers handling "CHICAGOS" is a beautiful 6 Color Counter Card with shelf for holding shoe skate. Also mats and electros for local Newspaper or Circular use.

"Secrets of Rink Skating" Booklets at reasonable cost.

Complete Catalog with helpful RINK SKATE POINTERS will be sent Dealers upon request.

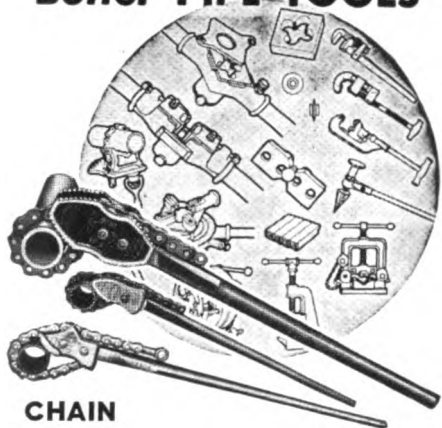


**CHICAGO ROLLER SKATE CO.**

MFGRS. OF RINK & SIDEWALK SKATES, LAWN SPRINKLERS  
SCREW MACHINE PRODUCTS

4456 West Lake Street, Chicago 24, Illinois

## ARMSTRONG BROS. Better PIPE TOOLS



### CHAIN TONGS

"Reversible," "Standard" and "Ideal" types, in all sizes. Jaws are drop forged from special steel, are carefully milled, heat treated, hardened and tested. The Handles are forged spring steel. The Chains are proof-tested to 2/3 catalog strength (1,300 lb. to 40,000 lb.). "Reversible" Jaws give double jaw life. "Standard" Jaws have extra bearing on the handle and forged-in chain guides. The "Ideal" Tongs have V shaped teeth for a sure grip on irregular shapes—fittings, etc.

**ARMSTRONG BROS. TOOL CO.**

"The Tool Holder People"

8214 W. ARMSTRONG AVENUE • CHICAGO 30, ILL.

## Sees Marked Drop in Appliance Sales in '51

A drop of from 25 to 30 pct in demand for major appliances in 1951 was forecast by E. J. Klock, manager, marketing division, General Electric Co., in addressing the Boston Conference on Distribution. He estimated electric appliance sales next year at \$3,100 million, as against an estimated \$4,200 million this year and about \$2,960 million in 1949.

Mr. Klock believed there would be a drop of 11.2 pct for radios and television. as a group, though the demand for radio is likely to be below 1950 and that for television will probably exceed 1950.

## Home Building Drops After Credit Limitation

Builders started 115,000 dwelling units in September, a drop of 26,000 units below August, the largest August-to-September decline on record, the Labor Dept. reported. The decline reflected the tightening of credit restrictions. However, the September total was still 12,000 above the total for the same month last year. It was also noted that the total for September was the highest for that month on record.

## Bigger Shipments of Domestic Water Systems

Factory shipments of domestic water systems in August totaled 76 thousand units, valued at more than \$6 million, an increase of 14 pct in number and 16 pct in value over July, according to the Bureau of Census, Dept. of Commerce.

Jet pump systems accounted for 60 pct of the number of all domestic water systems shipped during August.

## Toastmaster Win Suit For Fair Trade Injunction

An injunction against Rogers Appliance, Inc., 126 E. 16th St., New York City, has been granted

## NOW! FOR EVERY HARDWARE STORE



New! Outstanding! Building your profits to new heights—for HOMKO has all those features your customers have been clamoring for! Automatic operation—no gadget or lever to use! Walking speeds are easily regulated by engine acceleration. Massive rubber tired wheels with a choice of standard, or over-size tires for high cut of grass. Easy storage. Write today and learn how you can profit with HOMKO Lawn Equipment! Built-in Recoil Starter available at slight additional cost.

DEMAND  
DEPENDABLE  
**Homko**  
TRULY A  
QUALITY  
PRODUCT

CHOICE OF  
BRIGGS OR  
CLINTON  
ENGINE

**WESTERN TOOL & STAMPING CO.**

2125 SECOND AVENUE, DES MOINES 10, IOWA

**New GENERAL  
CATALOG  
NOW AVAILABLE!**



- The most complete Industrial Jack line
- Full data on all types and sizes
- Time and money-saving use and application recommendations
- Shows all construction features and specifications

Write for your copy of this valuable free catalog today!

**Simplex  
Jacks**

LEVER • SCREW • HYDRAULIC

and Center-Hole Hydraulic Pullers  
**TEMPLETON, KENLY & CO.**  
1036 S. Central Ave., Chicago 44, Illinois

## SPEAK NO EVIL



The rumor-monger is himself an evil, but only a monkey seals his lips against reality. And cancer is a grim reality. We must discuss the facts of cancer in order to help educate and protect our neighbors. For humanity's sake—and our own preservation—we must support the crusade against this mortal enemy of man.

**GIVE TO  
CONQUER CANCER**

**AMERICAN  
CANCER  
SOCIETY**



AN ARTMOORE PRODUCT  
ORIGINAL TRIPOD DRYER  
STILL THE SALES LEADER



FAMOUS ARTMOORE  
COLLAPSIBLE TRIPOD  
CLOTHES DRYER has  
everything you and  
your customers want:  
Plenty of drying space  
—24 smooth snagproof,  
rustproof feet for in-  
between washings, dia-  
pers, lingerie! Compact—closes completely  
to only a few inches of space! Lightweight  
—all select hardwood, weighs only 5 lbs. 1  
And it's priced right—retails at only \$2.95.

See your jobber or write

ARTMOORE CO.  
Dept. A-110, 1319 North 3rd Street  
Milwaukee 12, Wisconsin

**STOCK**

the TOP NOTCH line of  
**CHICAGO**

"Safety plus" Hexagon  
Head Cap Screws  
(Bright or Heat Treated)  
for These TOP NOTCH reasons:

• **Constant Demand**—The constant demand for the "Chicago" line makes it easier to sell—it's the line for replacement used in original assembly in all fields of manufacture. Why?

• **They're Stronger**—More uniform—give a perfect fit for every replacement need, and...

• **They Cost Less**—They fasten faster and tighter—resulting in lower ultimate costs to your customer, which makes them "easier to sell."

• **Better Service**—Increased "Chicago" plant facilities and production means "round the clock" service, higher quality, better packaging, and a more complete line. Yes, here is a greater profit line for you to feature—all four ways.

Remember to ask for these "Chicago" products from your hardware distributor:

Hexagon Head Cap Screws, Steel and Brass • Square Head and Hexhead Cup Point Set Screws • Semi-Finish Hexagon Nuts, Steel and Brass • Hexagon Castellated Nuts • Flat Head Cap Screws • Taper Pins • Mill Studs • Socket Head Cap Screws • Socket Set Screws • Socket Pipe Plugs • Stripper Bolts or Shoulder Screws • Square Head Cup Point Set Screws • Keys, Assortments and Kits.

The CHICAGO SCREW COMPANY

by the Supreme Court for the County of New York, to prevent future violations of minimum fair trade prices for Toastmaster products.

The Rogers firm was a defendant in a recent action for fair trade price enforcement instituted by McGraw Electric Co., makers of Toastmasters.

**68 Pages Devoted to Toys  
In Sears' Christmas Book**

Sears, Roebuck & Co. has issued the largest Christmas catalog it has ever published. It contains over 15,000 gift items and has 362 pages, which is 60 more than the 1949 issue. There are 68 pages devoted to toys, the largest section in the book. There are 10 pages allotted to hand and power tool sets.

A page of vacuum cleaners is featured at prices ranging from \$44.95 to \$64.95. A baker-type mixer with meat grinder is offered at \$41.45; a hand type electric mixer with twin beaters at \$9.45; a liquidizer at \$18.95; an automatic roaster with timer at \$39.50. Prices of irons were \$10.95 and \$13.50 and there were a number of roasters at prices ranging from \$12.95 to \$21.50.

Montgomery Ward also issued its largest Christmas book, a 240-page catalog which is 24 pages thicker than the 1949 issue. Gift items in the catalog are 15 pct under current market prices, said the company. It stated that it was able to maintain prices at or slightly above the 1949 level due to advance purchases made many months ago before prices were increased by manufacturers. Over 70 pages of the book are devoted to toys and games.

**1 of Every 4 Homes  
Will Have New Clock**

A Telechron survey of wired homes has shown that six out of 10 have no electric alarm clock; two out of three have no wall-type kitchen clock of any kind; and almost 85 pct have no convenience electric clock. The study also showed that one out of every four families will probably buy a clock during the year.

(Resume reading on page 15)

**STRATAFLO  
CHECK  
VALVES**

*flexible  
metal  
poppet*



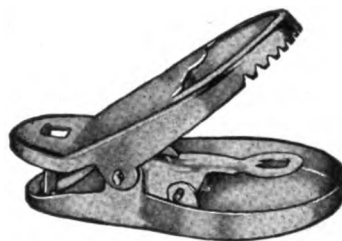
All position. Can't leak.  
For cold or hot water or  
steam. 150 lbs. pressure.  
Noiseless. Ask for bulletin  
302.

ORDER FROM YOUR JOBBER



**STRATAFLO PRODUCTS, INC.**  
FORT WAYNE, INDIANA

**The McGill  
ALSTEEL  
mouse trap**



Best test of this proven all-steel  
nickel-plated trap is its phenomenal repeat sales. Easy automatic set and sanitary release.

**McGILL METAL PRODUCTS CO.**  
MARENGO, ILLINOIS

# RYERSON STEEL in stock for HARDWARE STORES

Contact Ryerson when a customer's order calls for steel you don't carry in regular stocks. You can draw on large, diversified Ryerson stocks at any of thirteen conveniently located plants. We'll gladly cooperate closely on any steel requirement—any steel problem.

## PRINCIPAL PRODUCTS

Bars • Structural • Plates • Sheets  
Tubing • Alloy Steel • Alloy  
Steel • Safety Floor Plate • Babbitt  
Solder • Metal Working Tools &  
Machinery, etc.

## JOSEPH T. RYERSON & SON, INC.

Plants: New York, Boston, Philadelphia,  
Detroit, Cincinnati, Cleveland, Pittsburgh,  
Buffalo, Chicago, Milwaukee, St. Louis,  
Los Angeles, San Francisco



Hardware and allied  
trade events up-to-  
date in each issue  
of Hardware Age

## National Events

**International Heating and Ventilating (Air Conditioning) Exposition**, Jan. 22-26, Commercial Museum, Philadelphia, Pa. Charles F. Roth, 480 Lexington Ave., New York, N. Y., Manager.

**Housewares and Home Appliance Manufacturers' Exhibit**, Jan. 18-

25 at the Navy Pier, Chicago. A. W. Buddenberg, National Housewares Manufacturers Assn., 1140 Merchandise Mart, Chicago 54, secretary.

**National Sportsmen's and Vacation Show**, Feb. 7-25, Grand Central Palace, New York City.

## Regional Events

**Ace Hardware Corp. convention and exhibit**, Jan. 29-31, Stevens Hotel, Chicago. E. G. Lindquist, Ace Hardware Corp., 2355 S. Blue Island Ave., Chicago 8, secretary.

**American Hardware Supply Co. Merchandise Fair and Stockholders' Meeting**, Jan. 29-30 at company headquarters, 41 Terminal Way, South Side, Pittsburgh 19, Pa. Wm. M. Stout, executive vice-president and general manager.

**Buffalo Sports and Boat Show**, March 10-18, 65th Regiment Armory, Buffalo, N. Y.

**Builders' Hardware Conference (Pacific Coast)**, April 24-26 at Victoria, B. C., sponsored by Districts 18, 19, and 20 of the National Contract Hdwe. Assn. and the American Society of Architectural Hdwe. Consultants. Managing director, John R. Shoemer, 420 Madison Ave., New York City.

**Chicago International Sports and Outdoor Show**, March 2-11, International Amphitheatre, Chicago.

**Coast-to-Coast Stores annual meeting** Feb. 4-7 at Nicollet Hotel, Minneapolis, Minn. Mastercraft convention for sales people, April 15-17. York Langton, trade extension manager, Coast-to-Coast Stores Central Organization, Inc., 43 Main St. S.E., Minneapolis, Minn.

**Cotter & Co. Stockholders' Meeting and Spring Merchandise Show**, Feb. 5-6 at company headquarters, 365 E. Illinois St., Chicago 11.

**Detroit Congress Sportsmen's and Detroit News Travel Show**, March 31-April 8, State Fair Grounds, Detroit, Mich.

**Marshall-Wells Stores, Congresses**: Duluth, Minn., Feb. 5-7; Portland-Seattle (at Portland, Ore.), Feb. 12-14; Spokane, Wash., Feb. 15-16; Billings, Mont., Feb. 19-20. Sponsored by Marshall-Wells Co., Duluth 1, Minn.

## State Events

**Alabama Retail Hdwe. Assn.**, annual convention and exhibition, April 24-25 at Admiral Semmes Hotel, Mobile. Secretary, Mrs. Euna G. Ramsey, 509 N. 19th St., Birmingham 3.

**Arkansas Retail Hdwe. and Impl. Assn.**, convention and exhibit, Feb. 18-19, Little Rock, Ark. Headquarters, Lafayette Hotel. Exhibit, Robinson Memorial Au-

ditorium. Secretary, Wayne Tisdale, Lafayette Hotel, Little Rock.

**California Retail Hdwe. Assn.**, convention and exhibit, Feb. 19-22, Fairmount Hotel, San Francisco. Secretary, LeRoy Smith, 1355 Market St., San Francisco.

**Connecticut Hdwe. Assn.**, convention and exhibit, Jan. 24, Stratford Hotel, Bridgeport. Secre-

Specify  
**National**  
play safe!

LOOK FOR THE FLAG SYMBOL

**NATIONAL MFG. CO.**

A SAFE BUYING GUIDE

A hardware line complete with a wide diversity of styles to meet practically every building requirement.

- ★ Modern designs, simple and positive in operation
- ★ Basic materials, strong and wear-resistant
- ★ Smooth, friction-free actions
- ★ Protective finishes that defy rust and deterioration
- ★ Neat labeling and packaging—easy to stock and sell

You can profit from the valuable repeat business created by National Builders' Hardware service records. Send for your copy of the complete catalog today.

**NATIONAL MANUFACTURING COMPANY**  
STERLING • ILLINOIS



## WHITEY MOPZUM SAYS:



Here's the line that sells on sight — mopping equipment made by WHITE. Your customers know the WHITE name . . . and they can see the exclusive WHITE quality features. For every customer, every cleaning job—there's a WHITE unit that you and your customer can depend on.

**WHITE MOP WRINGER CO., Fultonville 2, N. Y.**

## WHITE TYMSAVER MOPPING OUTFITS

Here's a husky, hard-working mopping outfit that covers lots of floor in a hurry! Big, hand-soldered oval bucket holds plenty of water—all-metal mop squeezer gets mop drier and cleaner. No-splash construction. Easier handling on high-grade rubber casters (ill.) or on gliders. 16- to 50-quart capacities. A real popular number . . . with a good profit for you!



A heavy duty two-bucket rig for high efficiency cleaning. Sturdy oval buckets and mop squeezer mounted on rugged steel truck with rubber casters. Easy take-down for compact storage. Eight to 25 gallon capacities.

Send for Catalog No. 150

Your Customers know . . .  
It's RIGHT . . . If it's

# WHITE

**A COMPLETE LINE OF FLOOR CLEANING EQUIPMENT**



It's smart to feature the Deluxe Model Can-O-Mat at \$4.98, the Magnet Model at \$5.98, and the Can-O-Mat, Jr. at only \$3.98!

Build your displays — and your Christmas Gift business around the fascinating Rival Can-O-Mat display! Shoppers want to see how Can-O-Mats work. It shows 'em — sells 'em! So colorful it stops 9 out of 10 passers-by—yet compact, ideal for counters. And it's FREE! Just ask your distributor for the sturdy "D-2" Demonstration Display. If he's unable to supply you, write us at once giving his name and we'll ship direct promptly. Why not get yours now, and sell more Can-O-Mats?

**Feature the Entire Rival Gift Line**

### Rival ICE-O-MAT\*

Means Christmas cheer and better New Year's parties! Feature it in your gift displays!



### Rival

### SHRED-O-MAT\*

The wonderful new kitchen helper homemakers all want—that shreds, grates and slices!



### Rival

### STEAM-O-MATIC\*

STEAM AND DRY IRON

For Christmas it must be the best—and that means the original, tilt-top, Steam-O-Matic that does more than all other irons claim!



Build Your Holiday Business  
with Rival Products  
\*Trade Mark


**RIVAL MANUFACTURING CO., KANSAS CITY, MO.**  
RIVAL MANUFACTURING COMPANY OF CANADA, LTD., MONTREAL

# ALWAYS READY ALWAYS RELIABLE



**R.E. DIETZ COMPANY**  
EST. SYRACUSE 1, N. Y. 1840

Send for facts about the new COMET  
LANTERN—ORDER FROM YOUR JOBBER



**CHROME  
BRASS PIPES**  
1/8" to 4" sizes


**BRASS TUBING**  
1 1/8", 1 1/4", 1 3/8", 1 1/2" O.D.

**PITTSBURGH NIPPLE WORKS, Inc.**  
1455 Spring Garden Ave., Pittsburgh 12, Pa.  
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Give

TO CONQUER

Cancer



AMERICAN CANCER SOCIETY

tary, Ned Russell, Harris Hdwe., Southport.

**Florida and Georgia Retail Hdwe. Assns.** joint convention and exhibit, May 7-9, Geo. Washington Hotel, Jacksonville, Fla. Secretary, William W. Howell, Waycross, Ga.

**Illinois Retail Hdwe. Assn.**, convention and exhibit, Jan. 30-Feb. 1, State Armory Bldg., Springfield. Secretary, Wm. W. Ewert, 1194 Merchandise Mart, Chicago 54.

**Indiana Retail Hdwe. Assn.**, convention and exhibit, Jan. 30-Feb. 1, Indianapolis. Headquarters, Hotel Lincoln. Exhibit, Murat Temple. Secretary, G. F. Sheely, 333 N. Pennsylvania St., Indianapolis 4.

**Intermountain Assn.** convention, Jan. 26-27, at the Hotel Utah, Salt Lake City. Secretary, Leon L. Weeks, 224 Continental Bldg., Boise, Idaho.

**Iowa Retail Hdwe. Assn.**, convention and exhibit, Feb. 6-9, Des Moines. Headquarters, Hotel Savary. Exhibit, Iowa Exhibit Bldg., State Fair Grounds. Secretary, P. R. Jacobson, Mason City.

**Kentucky Retail Hdwe. Assn.**, convention and exhibit, Feb. 6-8, Brown Hotel, Louisville. Secretary, D. W. Laws, 501 Republic Bldg., Louisville.

**Michigan Retail Hdwe. Assn.**, convention and exhibit, Jan. 16-18, Detroit. Headquarters, Statler Hotel. Exhibit, Convention Hall. Secretary, Harold W. Schumacher, 1916 Olds Tower Bldg., Lansing.

**Minnesota Retail Hdwe. Assn.**, convention and exhibit, Jan. 23-25, Minneapolis. Headquarters, Curtis Hotel. Exhibit, Auditorium. Secretary, C. J. Christopher, 2110 Nicollet Ave., Minneapolis 4.

**Missouri Retail Hdwe. Assn.**, convention and exhibit, March 6-8, Jefferson Hotel, St. Louis. Secretary, Harry Scherer, 812 Olive St., St. Louis.

**Mountain States Hdwe. and Impl. Assn.**, convention, Jan. 23-25, Cosmopolitan Hotel, Denver, Colo. Secretary, Francis W. Reich, 1233 Spruce St., Boulder, Colo.

**Nebraska Retail Hdwe. Assn.**, convention and exhibit, Feb. 13-15, Omaha. Headquarters, Paxton Hotel. Exhibit, Auditorium. Secretary, C. A. McCoy, 325 Insurance Bldg., Lincoln 8.

**New England Hdwe. Dealers' Assn.**, convention and exhibit, Feb. 20-22, Statler Hotel, Boston, Mass. Secretary, Russell B. Mueller, 185 Dartmouth St., Boston 16.

**New York State Retail Hdwe. Assn.**, convention and exhibit, Feb. 27-March 1, Buffalo. Headquarters, Statler Hotel. Exhibit,

Auditorium. Secretary, Nicholas H. Kiley, 904 Hills Bldg., Syracuse 2.

**North Coast Retail Hdwe. Assn.**, convention, Feb. 11-13, Olympic Hotel, Seattle, Wash. Secretary, D. D. Stewart, 714 American Bldg., Seattle 4.

**Ohio Hdwe. Assn.**, convention and exhibit, Feb. 13-15, Cleveland. Headquarters, Statler Hotel. Exhibit, Auditorium. Secretary, John B. Conklin, 198 S. High St., Columbus.

**Oklahoma Hdwe. and Impl. Assn.**, convention and exhibit, Feb. 6-8, the Auditorium, Oklahoma City. Secretary, R. K. Thomas, 711 Wright Bldg., Oklahoma City 2.

**Pennsylvania and Atlantic Seaboard Hdwe. Assn.**, convention and exhibit, Feb. 6-9, Philadelphia. Headquarters, Bellevue-Stratford Hotel. Exhibit, Convention Hall. Secretary, W. Glenn Pearce, 1616 Walnut St., Philadelphia 3.

**South Dakota Retail Hdwe. Assn.**, convention and exhibit, March 13-15, Sioux Falls, S. D. Headquarters, Cataract Hotel. Exhibit, Coliseum. Secretary, O. R. Baily, 300 S. Jefferson Ave., Sioux Falls.

**Southern California Retail Hdwe. Assn.**, convention and exhibit, Feb. 20-22, Long Beach. Headquarters, Wilton Hotel. Exhibit, Auditorium. Secretary, A. C. Kammeier, 416 W. 8th St., Los Angeles 14.

**Texas Hdwe. and Impl. Assn.**, convention and exhibit, Jan. 15-17, San Antonio. Headquarters, Plaza Hotel. Exhibit, hotel and Transit Tower. Secretary, R. M. Souder, 822-23 Texas Bank Bldg., Dallas 2.

**Tri-State Hdwe. and Impl. Assn.**, convention, Feb. 12-13, Herring Hotel, Amarillo, Tex. Secretary, M. D. Shepherd, Canyon, Tex.

**Virginia Retail Hardware Assn.**, convention and exhibit, March 27-29, Roanoke. Headquarters, Hotel Roanoke. Exhibit, American Legion Auditorium. Secretary, G. T. Omohundro, Jr., Scottsville, Va.

**Western Retail Impl. and Hdwe. Assn.**, convention and exhibit, Jan. 15-18, Municipal Auditorium, Kansas City, Mo. Secretary, William J. Shaw, 3915 Main St., Kansas City, Mo.

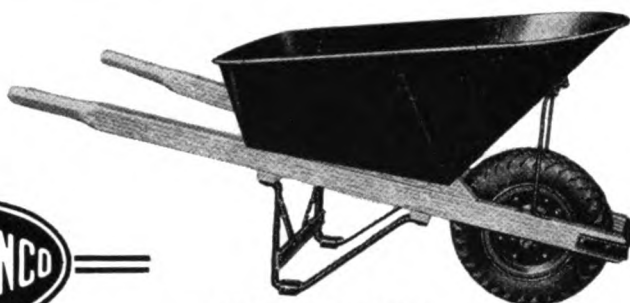
**West Virginia Hdwe. Assn.**, convention and exhibit, Feb. 19-21, Daniel Boone Hotel, Charleston. Secretary, James C. Fielding, 1628 McClung St., Charleston.

**Wisconsin Retail Hdwe. Assn.**, convention and exhibit, Feb. 6-8, Milwaukee. Headquarters, Hotel Schroeder. Exhibit, Auditorium. Secretary, H. A. Lewis, Stevens Point.



# BARROWS

IN MANY MODELS  
FOR MANY USES



CONTRACTORS BARROW



HOME BARROW

Superior  
Products  
Since 1876

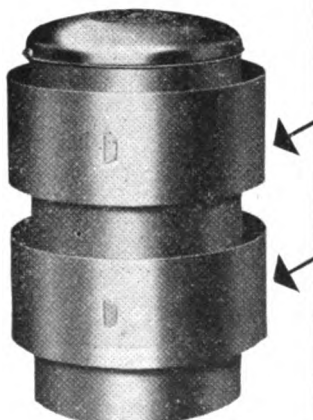
Designed and built to meet your customers' needs, JACKSON offers a wide selection of many models. All are noted for long use, satisfactory performance — and easy selling.

Select from square trays or round trays. Select from wooden or tubular handles. Select from pneumatic, semi-pneumatic, solid rubber tires, with plain or roller bearings, or steel wheels.

**JACKSON MANUFACTURING CO.**  
HARRISBURG • PENNSYLVANIA

## For positive drafts sell the NEW exclusive **Coleman** twin ring **CHIMNEY CROWN**

• Prevents downdraft. Makes use of air currents from any angle or direction to create suction for a positive, even draft. Increases heating efficiency without waste of heat or fuel. Helps keep chimney dry and clean. Neat, no noisy moving parts. In 6 sizes.



Also new Coleman Adapter to simplify installation — makes Coleman Chimney Crown fit 90% of chimneys.

Write for complete description and prices

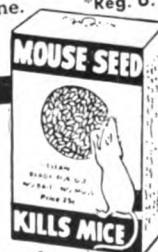
**THE COLEMAN COMPANY, Inc., Wichita 1, Kansas**

That's profit! That's **MOUSE SEED\***. Carton of 14 packages costs you only \$2.00. You sell for \$3.50 (25¢ a package). You make \$1.50 on every carton. 75% profit!

**MOUSE SEED\*** is the clean, easy way to kill mice. The tiny, chemically treated grain is simply put in saucer and placed where mice appear. Mice eat the kernels and die. No baits, traps, muss. Excellent results for over 50 years. Consistently advertised in newspapers and magazines to 26 million mice-hating homes.

Insist on **MOUSE SEED\*** — made only by Reardon. Order now. If your wholesaler hasn't it, write us, giving his name. \*Reg. U.S. Pat. Off.

**YOU MAKE  
\$1.50  
ON EVERY  
\$2.00**



**Wholesalers:** Write for complete information.

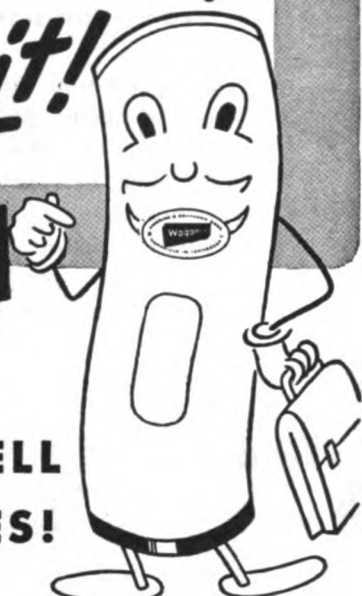
**W. G. REARDON LABORATORIES, INC.**  
10 Mill St., Port Chester, N. Y.

Sales-making cellophane window package. Colorful display carton occupies only 5 3/4" x 6 3/8".

*Want a New  
Salesman  
for Nothin?  
I'm it!*

**Wagoner**

**WATER  
HEATERS SELL  
THEMSELVES!**

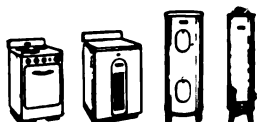


"Put me out where folks'll see me . . . I'll do 90% of your selling for you. All you have to do is close the deal . . . get the signature on the dotted line!

"That's easy, too, because Mrs. Home Maker will marvel at my beauty and utility . . . and, the man of the house—who clings to the family purse strings—will cater to her whims when he glances at my amazingly low price. **SUCH VALUE!**"

"Low price, yes . . . but your fair profit's there. You'll profit more with the sale of Wagoner Water Heaters and Ranges than any similar items.

"MAIL THE COUPON BELOW for 1950 Wagoner Booklet in color, showing complete Wagoner family of Water Heaters and Ranges. It gives complete facts, too!"



**MR. W. G. WAGONER, President**  
America & Southern Corp., Nashville 10, Tennessee

Please send me booklet H-115 which describes the complete line of Wagoner Products—free of charge and without obligation, of course.

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STORE NAME \_\_\_\_\_

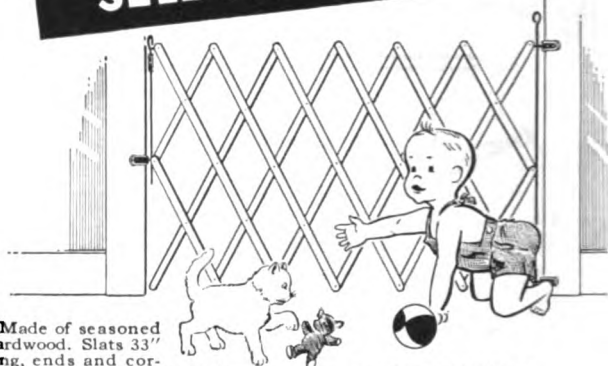
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**BABY'S SAFETY COMES FIRST WITH PARENTS!**

*That's why...*

**PERFECTION  
SAFETY GATES  
SELL ON SIGHT!**



Made of seasoned hardwood. Slats 33" long, ends and corners neatly rounded, with 1/2" steel rods to secure them to archways, porch or door casings. Natural wood finish heavily varnished.

• Safety gate illustrated with No-Mar gate mounting, our exclusive patent\*. Holds safety gate on door casings or arches up to 7" wide without wood screws. Sold as an accessory. Full markup!

\*Patent pending

WEIGHTS PER DOZEN

No. 93	3 Ft. 45 Lbs.	No. 96	6 Ft. 76 Lbs.
No. 94	4 Ft. 54 Lbs.	No. 97	7 Ft. 88 Lbs.
No. 95	5 Ft. 63 Lbs.	No. 99	9 Ft. 98 Lbs.

PACKED 1 DOZ. TO THE CARTON.

**L. HOPKINS  
MANUFACTURING  
COMPANY**

Woodenware Specialties Since 1895  
NORTH GIRARD, PA.

Other Perfection Products: PLAY YARDS CHILDREN'S SWINGS DOLL BASKETS

Write today for Free illustrated booklet!

**IT WILL BE A SALES PICNIC  
WITH**

**—Carlca—**

**PICNIC BOXES AND  
REFRIGERATORS**

• FULLY INSULATED • REMOVABLE WATER-TIGHT ICE CONTAINER • DURABLE EASY-GRIP HANDLES • WELDED HEAVY GAUGE STEEL CONSTRUCTION • PLATED HARDWARE THROUGHOUT • STURDY and DURABLE • IMPROVED FOLD-A-WAY COVER • GALVANIZED, SOLDERED INNER LINING • RUST-PROOF; WATER-TIGHT • DURABLE OUTER SURFACE FINISH; BLUE OR GREEN.

Utilizes either dry ice or regular ice



**3 Convenient Sizes  
for Fast-Selling**

No. 10—SMALL SIZE PICNIC REFRIGERATOR—17" x 8 1/2" x 11 1/2". Weighs approx. 10 lbs.

No. 12—'TWEEN SIZE PICNIC REFRIGERATOR—20" x 10" x 12 1/4". Weighs approx. 15 lbs.

No. 15—LARGE ICE CHEST—21 1/4" x 10 1/4" x 14 1/4". Weighs approx. 20 lbs.

Scientifically designed and constructed—as a picnic refrigerator, a beverage cooler, a sportsman's hamper.



**CARLISLE MFG. CO.**

Fine Steel Products Since 1903

109 MEEKER ST.  
NEWARK 8, N. J.





# RED DEVIL SOOT REMOVER

OUTSELLS ALL OTHER BRANDS COMBINED

By 2 to 1 ON LIQUID and 6 to 1 ON POWDER, in the Pacific N. W.

Get on the bandwagon and stock this fast-moving profitable item NOW for fall and winter selling. Send TODAY for information showing proof there's PROFIT FOR YOU IN RED DEVIL!

The demand for Red Devil Soot Remover is up 200% to 500% and it's a renowned repeater! You'll get more and more calls—so order NOW from your jobber or write us.

**You Stock It  
We'll Sell It!**

**RED DEVIL LIQUID** Just add to fuel in oil-burning furnaces, stoves, heaters. Does a 5-way job in oil burning units. (1) Helps remove soot. (2) Cuts down gum and sludge accumulation. (3) Emulsifies water in fuel tank to help prevent rust and corrosion. (4) Increases efficiency in oil burning furnaces, stoves and heaters. (5) Saves many fuel dollars for the consumer. Absolutely harmless to metal.

**RED DEVIL POWDER** Just sprinkle over fire in coal or wood burning furnaces, stoves, fireplaces—performs with equal efficiency. Vaporized on contact with fire, Red Devil removes soot from fire-pot to chimney top. Helps prevent chimney fires. Conserves fuel. Cuts down floating soot on premises.



**97¢**

**40¢**

FAIR TRADED AT JOBBER AND RETAIL LEVEL FOR YOUR PROTECTION Supported with localized advertising . . . right in your own home area. Newspaper mats, envelope stuffers along with radio and national newspaper advertising.

	• SIZE •	• PACK •	• RETAIL PRICE •	• LIST PRICE PER CASE •	• YOUR COST •	• YOUR PROFIT •
LIQUID	Pint	12	97¢ ea.	\$11.64	\$ 6.98	\$4.66
	Pint	24	97¢ ea.	23.28	13.97	9.31
	Quart	12	\$1.77 ea.	21.24	12.74	8.50
	Gallon	4	6.17 ea.	24.68	14.81	9.87
POWDER	12 oz.	24	40¢ ea.	\$9.60	\$5.76	\$3.84

Midwest and Eastern from nearby Chicago

ORDER FROM YOUR BROKER OR JOBBER

IF UNAVAILABLE CONTACT

**MARINE ELECTROLYSIS ELIMINATOR CO., 617 Dearborn St., Seattle 4, Wn.**

STOCKED BY ALL LEADING JOBBERS!

GUARANTEED SAFE — NON EXPLOSIVE!

Are you overlooking  
**important  
profits?**



**matched bathroom accessories  
will build your sales!**

Many bathroom accessory sales are missed entirely when figuring builders hardware contracts. In WESCHROME, however, you have a beautiful line of bathroom hardware that just won't take a back seat—it practically sells on sight. In fact, WESCHROME may be the wedge needed to land the entire builders hardware order! Heavy, gleaming chrome finish, smart styling and many manufacturing "extras" identify these units as having real quality...and they are budget-priced! Once again we say—don't overlook the easy profits found in WESCHROME sales. Write for a full description of the WESCHROME deal today.

*"High Style on a Budget"*

**WESTWOOD**

**MANUFACTURING CO.**  
1420 So. Evergreen Avenue  
Los Angeles 23, California

**Plain  
prices  
sell more  
hardware**



**Blaisdell CHINA MARKERS**

**PRINT PRICES PLAINLY**

For quick, self-service sales mark the price big and bold directly on the article. Blaisdell China Markers write on metal, china, glass, plastic or any glossy surface. Marks are brilliant, legible and permanent . . . but easy to remove with a damp cloth.

Available in 168-T Blue; 169-T Red; 173-T Thick Black, and ten other vivid colors.

Order from your dealer, or—Mail coupon for FREE Sample



**Blaisdell** Pencil Company  
Dept. H-502, Bethayres, Pa.

Send me sample of \_\_\_\_\_

NAME \_\_\_\_\_ [PLEASE PRINT]

STREET \_\_\_\_\_

CITY, ZONE, STATE \_\_\_\_\_



# A Christmas Treat That Can't Be Beat!

## Speed King

ROLLER SKATES



Christmas Shoppers "go for" Speed Kings because they're better built for real service and "Shaped-to-the-Shoe" for extra skating comfort. Switch to Speed King . . . the line that assures customer satisfaction. There's a sturdy style for every purse. Write for deal details today!

HUSTLER CORP. • STERLING, ILL.



HERE ARE THE  
ITEMS YOU NEED  
PLENTY OF



NEW CATALOGS  
NOW READY



Our national consumer advertising has resulted in unprecedented demand for the new My Buddy Alligator Tackle Box in Royalite and for the Falls City Air-Breather Minnow Buckets. *Order Now!*

Manufacturing Division

**STRATTON & TERSTEGGE CO., Inc.**

P. O. Box 1859 Louisville, Kentucky

## FAMILY WEEKLY WASH

in a 4' x 4' high area



60 FEET OF CLOTHESLINE

COMPLETELY ASSEMBLED . . . Ready for instant use

FOOT FOR FOOT, holds more clothes than any other dryer

OUTDOORS—May be moved with wash

INDOORS—Dry wash when it's raining outside

FOLDS AWAY! No weather deterioration

LIGHT! Weighs only 5 lbs.

STRONG! Ruggedly built

INDIVIDUALLY PKGD. In corrugated boxes.

Retail price  
only **\$3.98**  
Guaranteed

REGULAR RETAILER DISCOUNTS—JOBBER SOLICITED

## HERBLINE CLOTHESLINE

159 N.W. 20th Street

Miami, Florida

West Coast Distributor—Gale Brokerage Company, 699 Second St., San Francisco, Calif.



**FREE**  
TO YOU . . .  
**AGAIN**

A NEW TIME AND FINGER SAVER . . .

THE  
MOULI MINCER



**\$1.00**  
LIST

Famous  
international  
best seller

Sells itself . . . Saves both time and fingers . . . Takes the labor out, keeps fresh flavor in when mincing parsley, mint, chives, garlic, orange and lemon peel, etc.

**FREE!** To introduce this new mincer, we make this special offer: We will mail one direct to you free upon receipt of your order for 12 mincers to be delivered through any jobber you specify. Stainless steel cutting knives. List price \$1.00 each in 3 color merchandising package.

BE SURE TO STOCK The MOULI GRATER, The JULIENNE and The MULTI-CRACKER

**MOULI MANUFACTURING CORP.**

11000 MOULI  
UNION, N.J.



**WANT FASTER SALES  
FROM FASTENERS?**



**Stock and sell our Complete  
Line of PHILLIPS SCREWS**

Southington offers a complete line of Phillips Fasteners including the Phillips Recessed Head Self-Centering Wood Screws. Known for dependability, uniformity and wide size range, the Southington line is one of the country's most popular fastener lines.

**Contact The Jobber Nearest You.**

**SOUTHINGTON HARDWARE MFG. CO.**

Since 1867

Southington, Conn.

# Save Your Customers 200% With **HAWKINS**

**PREFABRICATED Adjustable Railings**  
Patent Pending



Fill railing  
orders from  
**STOCK**

No expensive drawings, no delay with these "honest-to-goodness" adjustable railings. Simply combine the proper amounts of level and bevel rail with posts and ornaments from information on customer's rough sketch. Fit any tread and rise. Easily assembled.



**GUARANTEED  
TO FIT ANY  
NORMAL PORCH  
OR STEP  
ARRANGEMENT**

*Low cost and quick  
service will bring you  
volume sales with good  
profit margin.*

**RAILINGS FOR SCHOOLS, CHURCHES, ETC.**

Many schools, churches and buildings do not have ample wall railings. At right is shown a Hawkins church installation of wall railings only. Send for the facts!



**Write for details**

➔ **Dealer's assortment \$238.84—F.O.B. Birmingham, puts you in the prefabricated railing business!**

**HAWKINS IRON CO., INC.**  
315 North 4th St. Birmingham 4, Ala.

## ALLIED TWIST DRILLS



**Immediate Shipment from New York Warehouse.**

Manufactured from finest alloy carbon and high speed steel. Precision made to American standard lengths, fully guaranteed. Made in France.

Dealers discounts from American standard price list:

### CARBON STEEL:

Straight shank, jobbers  
length 1/16-1/2" ..... 48%  
Wire Gauge #1-60 ..... 48%

### HIGH SPEED STEEL:

Straight shank, jobbers  
length 1/16-1/4" ..... 47%  
17/64-1/2" ..... 34%  
Wire Gauge #1-60 ..... 47%

**Special NET PRICES for  
DRILLS in Sets:**

	High	Speed
1/16-1/4"—10 pcs. in round plastic container	\$ .90	\$1.75
1/16-1/4"—13 pcs. by 64th in round plastic container	1.20	2.50
1/16-1/2"—29 pcs. ....	6.00	15.50
No. 1 to 60—60 pcs. Wire Gauge	5.00	10.00

**5 pc. SET ON CARDS.  
ALLOY CARBON STEEL**

5/64—3/32—1/8—5/32—3/16 ..... **40¢** per card

Circulars and further information on request. Jobbers inquiries invited.

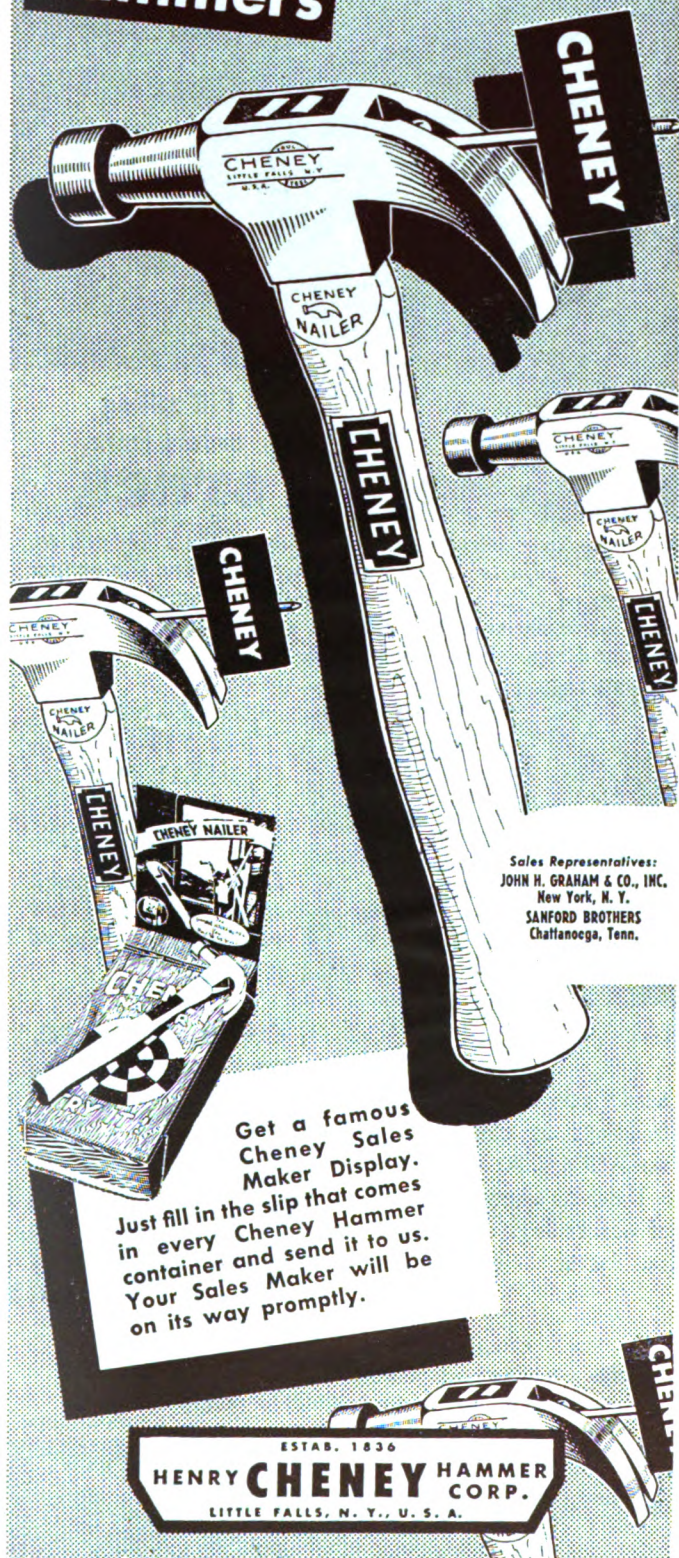


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BELF & LUSTIG 145 CHAMBERS ST.  
NEW YORK 7, N. Y.  
PHONE-BECKMAN 3-1872**



# CHENEY

## nail holding hammers

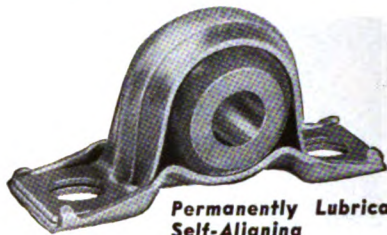


Get a famous  
Cheney Sales  
Maker Display.  
Just fill in the slip that comes  
in every Cheney Hammer  
container and send it to us.  
Your Sales Maker will be  
on its way promptly.

ESTAB. 1836  
**HENRY CHENEY** HAMMER  
CORP.  
LITTLE FALLS, N. Y., U. S. A.

Sales Representatives:  
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New York, N. Y.  
SANFORD BROTHERS  
Chattanooga, Tenn.

## New CONGRESS LUBRALIFE PILLOW BLOCKS



Permanently Lubricated  
Self-Aligning

Throw away that dirty, messy oil can! Congress Pillow Blocks never require oiling, yet there is no oil drip. They are rust free, quiet, trouble free, easily installed.

- Perfect Alignment
- Rugged Construction
- Heavy Load Capacity
- NO OILING!



Oil resisting rubber grommets equipped with static dissipator, to prevent transmission of any vibration of the rotating parts, are also available.

The test tube at the right shows the actual amount of oil contained in a  $\frac{5}{16}$ " bore Lubralife bearing.

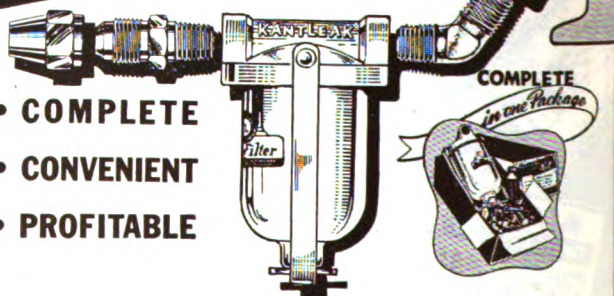
Write for Literature on Pillow Blocks and  
SPECIAL PULLEY ASSORTMENTS

**CONGRESS** DIAMOND BORED **DRIVES**  
3750 E. OUTER DRIVE, DETROIT 34, MICH.

- MAKE BIGGER PROFITS ...
- STOCK FEWER PARTS ...

## KANTLEAK FUEL OIL TANK Kits

*Custom Designed*



- COMPLETE
- CONVENIENT
- PROFITABLE

Our KANTLEAK Fuel Oil Tank Kits have solved a problem of lost time in your fittings department.

With the packaged KANTLEAK Kits you can handle any installation quickly and without spending a lot of time discussing piping, valves, fittings and filters.

Ask your supplier about this profitable product.

**ANDERSON BRASS COMPANY**  
5306 TWELFTH STREET, DETROIT 8, MICHIGAN



WOULDN'T YOU LIKE A STORE THAT  
**DRAWS the TRADE**



HELLER EQUIPMENT IS THE RIGHT TOUCH YOUR STORE NEEDS FOR.. *BEAUTY-BETTER MERCHANDISING-IMPROVED BUSINESS- GREATER PROFITS.*

### HELLER STORE FIXTURES *Make You Money*

It has been repeatedly proven that stores equipped with Heller Fixtures attract trade, have faster merchandise turnover and improve financially. Heller equipment will give your store extra beauty—extra pulling and selling power—extra profits through increased sales—and go far in paying for new modern store fixtures. Today, by improved manufacturing facilities, Heller offers you this exceptionally beautiful and well made equipment at greatly reduced prices. Compare Heller equipment before you buy. Send measurements of store for free store plans. Ask for catalog 50.

**W. C. HELLER and COMPANY**  
50 PLATT ST. MONTPELIER, OHIO

ASK FOR  
*Free Store Plans!*

IT'S A MODERN TOP-QUALITY LETTER BOX

THE

**Fulton**

TUDOR

## MAILTAINER

UNMATCHED FOR  
RUGGED CONSTRUCTION  
AND SERVICE

The Tudor Maltainer is striking in beauty—cleanly designed for every type of modern or traditional residence. Handsomely finished. The modern letter box that stands up under years of service.

IT HAS BEAUTY AND QUALITY

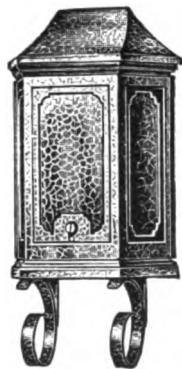
Artistically designed to enhance the entrance of the finest home.

Write today for literature and price list on the  
**COMPLETE FULTON LINE**

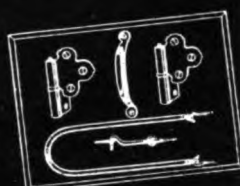
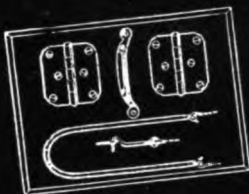
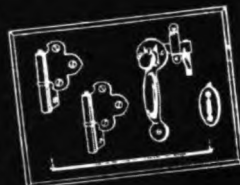
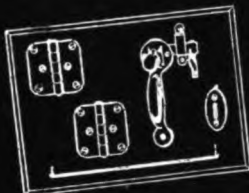
**PATENT NOVELTY CO.**

FULTON, ILL.

Dept. HA



## Light BUILDERS HARDWARE



*by* **GRIFFIN**

For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by Griffin.



*Every* DOOR NEEDS THREE!

**GRIFFIN-**  
*Manufacturing Company*

**ERIE • PENNSYLVANIA**  
SALES OFFICES

45 Warren Street, New York 7, New York  
1639 Fargo Avenue, Chicago 28, Illinois  
9344 Woodward Avenue, Detroit, Michigan  
115 Broad Street, Boston, Massachusetts  
1355 Market Street, San Francisco 3, California  
917 St. Charles Avenue, Atlanta, Georgia  
306½ North Harwood, Dallas, Texas  
4524 East 80th Street, Seattle, Washington  
785 North President Street, Jackson 6, Mississippi  
4638 Mill Creek, Kansas City, Missouri  
2611 Garrison Blvd., Baltimore 16, Maryland  
1620 Garfield Street, Denver 6, Colorado

IN CANADA

15 Wellwood Avenue, Toronto, Ontario



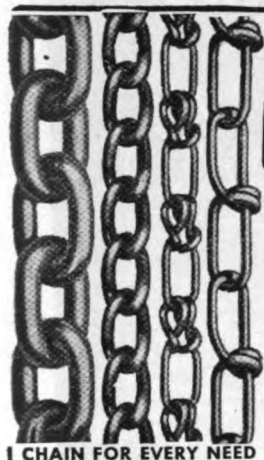
NO. 12 Shootrite Rifle      NO. 11 Sheriff's Rifle      NO. 2 Cowboy Jr. Rifle

# PARRIS-DUNN LEVER ACTION CORK SHOOTERS

AIR COMPRESSION

NO. 6 Straits shooter Lever Action Pistol      NO. 4 Small Fry Rifle      NO. 5 Clicker Pla-Gun      NO. 1 DeLuxe Repeater Pump Action Clicker

DEALERS AND JOBBERS: Write for prices and discounts on complete line PARRIS-DUNN CORP., Clarinda, Iowa



**IT'S GOOD BUSINESS**

**TO SELL**

**CLEVELAND CHAIN**

**The Cleveland Chain & Mfg. Co.**  
Cleveland 5, Ohio

# HURD

Here are two popular units offering exclusive patented features having wide consumer appeal. Consult your local jobber about this money-making opportunity.

Pat. D145625. Other Pats. Pending. Right to make specification changes is reserved, without obligation.

**HURD LOCK AND MANUFACTURING COMPANY**  
New Center Building • Detroit 2, Michigan

**• GREAT NECK SAW MFRS., INC. • Mineola, N. Y. •**

ENGINEERED QUALITY TOOLS SINCE 1919—at popular prices... Nationally Advertised Products

<ul style="list-style-type: none"> <li>• back saws</li> <li>• panel saws</li> <li>• pruning saws</li> <li>• block planes</li> </ul>	<ul style="list-style-type: none"> <li>• hand saws</li> <li>• mitre saws</li> <li>• wood chisels</li> <li>• fore planes</li> </ul>		<ul style="list-style-type: none"> <li>• keyhole saws</li> <li>• coping saw frames</li> <li>• screw drivers</li> <li>• jack planes</li> </ul>	<ul style="list-style-type: none"> <li>• back saw frames</li> <li>• coping saws</li> <li>• compass saws &amp; nests</li> <li>• smooth planes</li> </ul>
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FOR ACTION SALES... SEE YOUR JOBBER IMMEDIATELY!

on cards

## BRUSHES

Touch-Up Bronzing  
Marking Varnishing  
Enameling Lacquering

Send for Descriptive Folder.  
Order from your Jobber

**M. GRUMBACHER**  
464 WEST 34th STREET NEW YORK 1 NEW YORK

## FOR GREATER PROFITS! FOR INCREASED SALES!

feature

Dealers Please Note:—SHOX STOK Electric Fence Controllers are sold by leading hardware jobbers in every state.

**GUARANTEED PRODUCTS, INC., Wellington, Ohio**

## GENUINE ORIGINAL DOMES OF SILENCE

**SELL ON SIGHT** when these attention-compelling containers, box or card are displayed on counters. Genuine DOMES OF SILENCE glide softly, silently, smoothly over all flooring; saves floors and furniture For years the favorite with homeowners and furniture manufacturers.

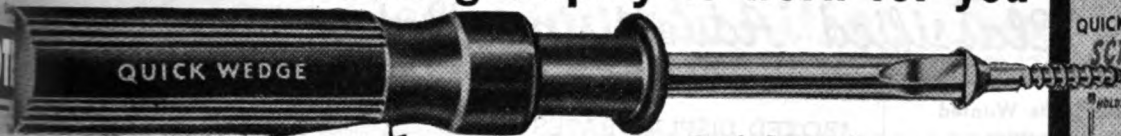
One set on a Card.  
12 Cards in a box.

**SIZES**  
1 1/2" 1 1/4" 1 1/8"  
1" 3/4" 3/8"

Ask your jobber or write  
**DOMES OF SILENCE, Division of**  
**ROBERT E. MILLER & CO. INC.**  
35 PEARL STREET NEW YORK CITY



Put this hard-hitting display to work for you



Acclaimed  
By Thousands Who Saw  
It At  
The National Hardware Show

selling **Quick Wedge**

## SCREW HOLDING SCREWDRIVERS

UNCONDITIONALLY GUARANTEED

ORDER TODAY - We'll Invoice Your Jobber

Nationally  
Advertised in

THE SATURDAY EVENING  
**Post**

and

**MECHANIX  
ILLUSTRATED**

**KEDMAN COMPANY** 233 So. 5th West, Salt Lake City 1, Utah



## Fabrico ALL-ALUMINUM

For WOOD WINDOWS and  
METAL CASEMENT WINDOWS  
at New Low Prices!

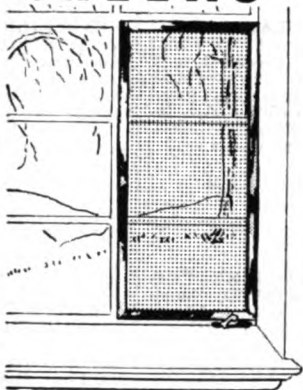
- LIGHT WEIGHT
- EASY TO INSTALL
- NEED NO PAINTING
- NON-STAINING

For further information, write

**FABRICO**

P. O. BOX 31, NORTH BERGEN, N. J.

## SCREENS



## HAVE YOU ENOUGH SLICERS FOR BIG XMAS DEMAND?

STOCK, FEATURE, DISPLAY 1950'S MOST USEFUL KITCHEN  
APPLIANCE—GENERAL SLICERS FOR THE HOME, NO LONGER  
A LUXURY BUT AN ACCEPTED, RECOGNIZED HOUSEHOLD  
NECESSITY, 3 PRACTICAL MODELS—TIME-TESTED—SALES-  
PROVEN.

Write  
Dept. 205



*General*  
**SLICING MACHINE CO., INC. • WALDEN, N.Y.**

MODEL 300 — Chip-  
resistant porcelain . . .  
\$14.95 retail.  
DeLuxe "400" — plated  
in beautiful chrome . . .  
\$19.95 retail.  
MODEL 319 — comparable  
to a \$100 machine . . .  
\$27.95 retail.  
NEW!! Write for details  
of UTILABOARD — the  
portable ledge for all ap-  
pliances @ \$2.49.

## DISTINCTIVE HARDWARE ALL FROM 1 SOURCE

NATIONAL LOCK COMPANY ROCKFORD • ILLINOIS

CABINET HARDWARE • FURNITURE TRIM  
BUILDERS HARDWARE • CABINET LOCKS  
SCREWS AND BOLTS • SASH HARDWARE

## COBURN SLIDING DOOR HARDWARE

When you sell Coburn Sliding Door Hardware you have the  
advantage of a complete line of hardware for straight-sliding,  
sliding-folding, around-the-corner and roundhouse doors.

Inclosed track • brackets • hangers • handles • guide rolls  
guides • stops • binders • chafe strips • bolts • hinges

For full information send for Catalog #200

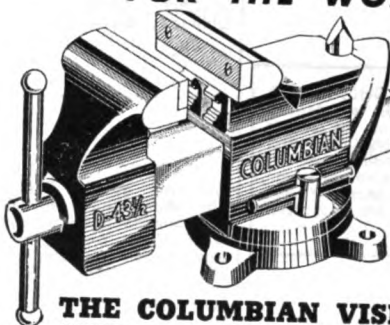
## COBURN PRODUCTS



PRODUCT OF WICKWIRE SPENCER STEEL DIVISION OF THE COLORADO FUEL & IRON CORP.  
Engineering: 56 Sterling Street, Clinton, Mass. • Executive Office: 500 Fifth Avenue,  
New York 18, N. Y. • Sales Offices: Atlanta • Boston • Buffalo • Chicago • Denver  
Detroit • Philadelphia • Pacific Coast—The California Wire Cloth Corporation, Oakland 6, Cal.

## COLUMBIAN VISES

FOR THE WORKSHOP



2 SIZES

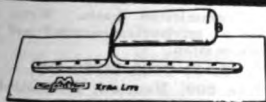
3 1/2" & 4"

ORDER THROUGH  
YOUR JOBBER

**THE COLUMBIAN VISE & MFG. CO.**  
9017 Bessemer Avenue • Cleveland 4, Ohio

## MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



# Classified Advertising Rates

## Help Wanted. Accounts Wanted Business Opportunities Representatives Wanted, etc.

Set solid, maximum, 50 words..... \$5.00  
Each additional word..... .10

### Positions Wanted

(Special Rate) set solid, maximum,  
50 words ..... \$2.00  
Each additional word..... .05

Allow Seven Words for Keyed Address  
or Your Address

## \*BOXED DISPLAY RATES \$8.00 Per Column Inch

Cuts or special borders not allowed.  
\*DISCOUNTS FOR BOXED DISPLAY ADS  
5% discount for 4 or more insertions  
No Agency Commission allowed on Classified  
Advertising.

### REMITTANCE MUST ACCOMPANY ORDER

Send check or money order,  
not currency or stamps.

Samples of Merchandise, Literature, Catalogs,  
etc., will not be forwarded to box number  
advertisers unless accompanied by sufficient  
postage for remailing.

HARDWARE AGE is published every other  
Thursday. Classified forms close 15 days  
previous to date of publication.

Address your correspondence and replies to

## HARDWARE AGE

Classified Opportunities Dept.

100 East 42nd St., New York 17, N. Y.

## Help Wanted

HELP WANTED MALE—CLERK FOR  
RETAIL AND WHOLESALE HARDWARE.  
Must be experienced. Excellent opportunity for  
right man. State experience, age, salary ex-  
pected, etc. Address Richlin Supply Co., 6 East  
Third St., Williamsport, Penna.

## Sales Representatives Wanted

AGGRESSIVE SALESMEN WITH FOL-  
LOWING: CONTACTING variety stores, large  
retail and department stores to represent progre-  
ssive manufacturer of fast-selling tools. Liberal  
commission, protected territories. State experi-  
ence, territory, lines handled, references. Address  
Box R-36, care of HARDWARE AGE, 100 East 42nd  
St., New York 17, N. Y.

SALESMEN OR FACTORY REPRESENTA-  
TIVES who have a good following with the  
hardware or housewares jobbing trade. We have  
a few territories open. Our line is nationally  
known. We pay high commissions. Excellent  
year 'round sellers. Protected territory to pro-  
ducers. Write General Sales Manager, Ohio  
Products Company, North Madison 1, Ohio.

THIS LONG ESTABLISHED HIGHLY RATED  
COMPANY offers 25 factory lines to salesmen  
covering retail stores outside of the larger  
cities. Here are complete factory lines, and  
salesmen earn a good living handling them. It  
would take you years to assemble so varied an  
assortment of lines. Write Sales Manager, Box  
N-696, care of Hardware Age, 100 East 42nd  
St., New York 17, N. Y.

## WANTED SALESMAN

who is covering the Michigan Area outside  
of Detroit to sell Four Well-known Lines  
on commission basis. Lines include: Ex-  
tension Ladders, Cabinet Hardware, Build-  
ers' Hardware and Screen Wire. Man must  
have other allied lines and furnish good  
references.

Address Box R-47, care of HARDWARE AGE  
100 East 42nd St., New York 17, N. Y.

## Sales Representatives Wanted

ORDER REPEATER. POPULAR PRICED  
MIRROR LINE for the Home sells to Furn.,  
Hdwe., Var. and Dept. Stores. Repeats 5 to 6  
times annually. Big commissions. Only 2 Photos  
necessary to sell from. Dandy side line. Rated  
manufacturer. Write fully to Standard Art In-  
dustries, 327 S. La Salle St., Chicago 4, Illinois.

PAINT SALESMEN: FULL LINE POP-  
ULAR PRICES WELL ADVERTISED. Simple  
intermix system. No objection to sideline. Liberal  
Commission. Write Twentieth Century Paint &  
Varnish Corp., 456 Driggs Ave., Brooklyn 11,  
N. Y.

EXPERIENCED PAINT BRUSH SALES-  
MEN on Commission Basis and Draw. Have ex-  
cellent values and immediate deliveries. Good  
proposition for right man. Address Box R-48,  
care of HARDWARE AGE, 100 East 42nd St., New  
York 17, N. Y.

SALESMEN CALLING ON HARDWARE  
AND FEED STORES to handle as a sideline  
One Bite Rat Bait, made of higher potency squill.  
Good commission, good retailer profit, exclusive  
territory. Address Stewart Products Co., 151  
Ohio St., Mansfield, Ohio.

WANTED: SIDELINE SALESMAN with  
following among Retail Hardware & House-  
furnishing Stores to sell nationally known and  
fast moving items in territory exclusive of New  
York City. Write giving details of other lines  
carried—to The Eastern Seaboard Distributing  
Co., 1015 Winthrop St., Brooklyn, N. Y.

## SALESMEN WANTED

Calling on Retail Hardware Trade, to  
represent established distributor carry-  
ing leading lines of competitively priced  
hardware and hand tools. Liberal Com-  
missions. Protected Territories.

### ATLAS-WEST CORP.

60 Warren Street New York 7, N. Y.

## Sales Representatives Wanted

EXPERIENCED SALESMEN WANTED  
WITH STRONG FOLLOWING among Retail  
Hardware, Paint Stores and/or Lumber Yards  
in the State of California and Surrounding Areas  
to Sell a Complete Line of Household, Main-  
tenance and Paint Brushes. Liberal commission.  
Address Eagle Brush Co., 325 West Pico Blvd.,  
Los Angeles 15, Calif.

SALESMEN AND AGENTS—PROTECTED  
TERRITORIES OPEN in Pennsylvania, New  
Jersey and All of the New England States.  
Call on Electric, Mill, Television, Plumbing and  
Hardware Suppliers and Stores. For well-rated  
manufacturer of expansion bolts and devices for  
holding screws and bolts in masonry, plaster,  
brick, etc. Attractive offer for right agents and  
men. Replies confidential. Address Box R-42,  
care of HARDWARE AGE, 100 East 42nd St., New  
York 17, N. Y.

SIDELINE SALESMEN WANTED: Call-  
ing on the Good Retail Hardware and Plumbing  
Trade, Department Stores, etc., to sell Lam-  
inated Hardwood (Not Plywood) Toilet Seats.  
Practically split proof, highly finished and mod-  
erately priced. Tremendous volume item, liberal  
commission. State lines carried and territory  
covered. Address Box R-46, care of HARDWARE  
AGE, 100 East 42nd St., New York 17, N. Y.

## SALES REPRESENTATIVES, AGENTS AND NATIONAL SALES ORGANIZATIONS

Wanted for exciting new line of "Perma-Krome"  
aluminum paints on liberal commission basis. Entire  
line beautifully packaged, priced right and fully  
backed by tremendous national advertising campaign  
and many point-of-sale pieces.

Address Box R-38, care of HARDWARE AGE  
100 East 42nd Street, New York 17, N. Y.

## WANTED FACTORY REPRESENTATIVE

with established territory, to sell Hishory,  
Ash and Oak Tool Handles, with other allied  
lines, on commission basis. Write us full  
particulars of territories covered and all per-  
tinent information.

E. F. DYER MFG. CO.

Box 209, Houston, Mississippi



# Classified Opportunities Section...

## Accounts Wanted

FLORIDA—500 HARDWARE STORES. Manufacturers Representative desires Name Lines. Kindly send complete information in first letter. Address Box R-34, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

WELL RATED OHIO HOUSEWARE BROKER AND DISTRIBUTOR. Interested in New Items for Distribution to Retailers and Jobbers. Can warehouse and distribute. Address Box R-49, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

CHAIN STORE ITEMS Sales Representative, New York, covering big Syndicates, desires to contact manufacturers of Hardware Specialties, or Housewares, suitable for 5¢ to \$1.00 Chain Stores. Have 20 years' experience, an extensive following, and can market your products in volume. Quick action, commission basis. Reply Box R-41, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

## Accounts Wanted

**NATIONAL DISTRIBUTORS**  
Established—Reliable Aggressive  
**ANCO CORPORATION** Pittsburgh 22, Pa.  
Branch Offices  
New York • Philadelphia • Detroit  
Cleveland • Louisville  
Covering all classes of jobbers. We will carry the accounts or you can bill direct.  
Write for further information and references.

## SOUTHEASTERN STATES

Manufacturer's Agents. Established 1926.  
Staff of 5 men. Cover trade 4 times yearly.  
Commission basis. Inquiries invited.

**McUTCHE-SIMPSON, INC.**  
9822 N. E. 2nd Avenue, Miami 38, Florida

MANUFACTURERS REPRESENTATIVES giving complete and thorough coverage in New York and New Jersey Metropolitan area, desire additional line from reliable manufacturer. We contact all jobbers, department stores, chain stores in hardware, houseware, variety and toy fields. Address Alfred J. Lehn & Co., 175 Fifth Avenue, New York 10, N. Y.

MANUFACTURERS REPRESENTATIVE WITH GOOD FOLLOWING among Retail Paint and Hardware Trade in Western Michigan, desires Additional Hardware and Paint Specialty Lines. Address Box R-43, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

A COMPLETE SALES ORGANIZATION of Seven Men with Three Branches thoroughly covering New York State, Pennsylvania, New Jersey, Delaware, Maryland and D.C. desires Exclusive Sales Rights for an Additional Established Line for the wholesale hardware trade. Twenty-five years experience—warehouse connections. Address Box R-37, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

MANUFACTURER'S REPRESENTATIVE WITH EXCELLENT REPUTATION AND CONTACTS in the Southwest can use One Additional Good Line for Louisiana, Arkansas, Oklahoma, New Mexico, and Texas or Combination of These States. Dallas headquarters. Best coverage. References exchanged. Address Box R-40, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

WORLD WIDE DISTRIBUTORS. Aggressive well integrated financially sound organization successful sales record many years among jobbers, department stores, chains, exporters, etc. large warehousing space, showroom facilities . . . is seeking meritorious items on exclusive representation basis. (Will finance if required). Address Leo H. Bloom Associates, Inc., 33 Union Square, New York 3, N. Y.

## Positions Wanted

SALESMAN, WITH FINE SELLING RECORD, covering Eastern Territory, who has contacted the jobbing hardware, houseware, novelty and major retailers for the past 20 years, offers his services to well rated manufacturer of solid competitive line; no objection to strictly commission basis. Address Box R-35, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

THOROUGHLY CAPABLE AND EXPERIENCED HARDWARE MAN wishes Salaried Connection as Southwestern Representative with Hardware Manufacturer distributing through Hardware Wholesalers, Mill and Industrial Supply Houses. Very well known to buyers and officials in this trade group in Texas, Oklahoma, Arkansas, Louisiana, and New Mexico. Excellent references. Address Box R-39, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

## Business Opportunities

WANTED TO PURCHASE WELL ESTABLISHED HARDWARE STORE. Must be located in the Vicinity of Metropolitan New York. Full details requested in first letter. Address Box R-44, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

WANTED: HARDWARE MILL SUPPLY BUSINESS in or near Greater New York Area. Fully experienced man desires to purchase outright or arrange partnership in going concern. Valuable contacts and diversified experience can prove major asset to any firm. Replies held strictly confidential. Address Box R-45, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

IN METROPOLITAN SAN FRANCISCO BAY AREA—General Hardware, Paints, Housewares, Appliances, etc. Old Established, Prosperous Firm. Volume over \$250,000; Merchandise inventory approximately \$100,000. Owners wish to retire. Address Box R-32, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

## FOR SALE

Retail Hardware Business doing over \$200,000.00 gross annually. Located in town of 20,000 on West Coast of Florida.

**ALEX KNIGHT, REALTOR**  
447 12th Street Bradenton, Florida

Peace  
on  
Earth,

Good  
Health  
to  
Children

For the sake of your children, buy and use Christmas Seals.

Thanks to Seals, children today have a far greater chance of escaping TB than you did.

To give them a still better chance, send your contribution today, please.

buy  
Christmas  
Seals

Hardware Age

Because of the importance of the above message this space has been contributed by

## STEEL FENCE POSTS

"U" flanged posts with self-fastening lugs. **No Staples Required.**

**DEALERS!** If your jobber cannot supply, write us. Attractive prices and delivery dates.

Manufactured by  
**RUDOLPH POULTRY EQUIPMENT CO.**  
Vineland, N. J.

## INGERSOLL SHOVELS

...Edges won't split or curl!

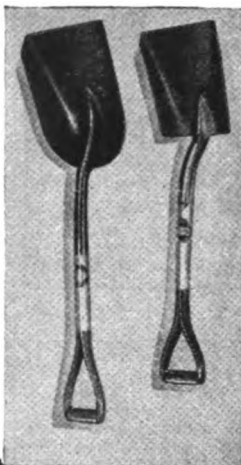
—because their blades are made of **TEM-CROSS Ingersoll Process Steel.**

It is cross-rolled to give an interlocking, mesh-grain structure and heat-treated to hold edge keenness and to resist curling and splitting. Write for prices.

"A Borg-Warner Product"

**INGERSOLL STEEL DIVISION**

Borg-Warner Corporation, New Castle, Ind.



**Auger bits  
for every  
purpose**

**Midway Auger Bits**  
"preferred by all  
who want the best!"



Auger bits for  
electric drills  
4/16" to 12/16"

Standard auger bits  
17 sizes (4/16" to 24/16")

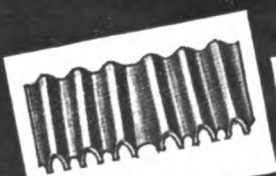


**Midway**

THE MIDWAY TOOL CO., INC.

Sales Office and Factory  
Melvin, Ohio

**\*ROYAL JOINT FASTENERS**  
—PRE-SOLD VIA NATIONAL ADVERTISING!



**42** WAYS TO PROFITS  
IN-DEMAND SIZES!



SEE YOUR JOBBER — OR CONTACT —  
**INDEPENDENT METAL STRAP CO., INC.**  
ESTABLISHED 1907 • 232 THIRD ST., BROOKLYN 15, N. Y.

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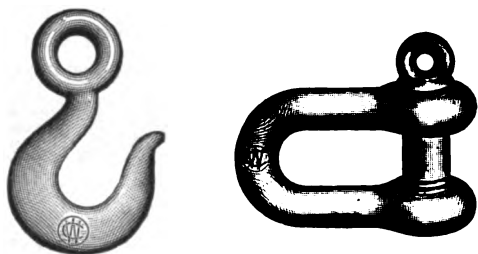
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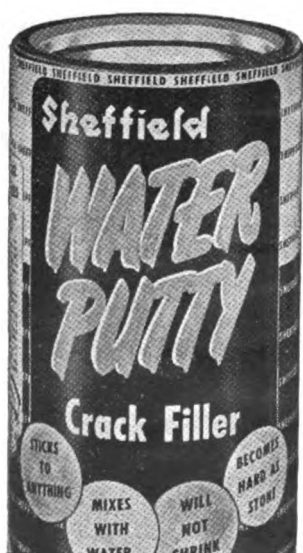


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